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THURSDAY, JANUARY 24, 1957

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13 December 1956

Dear Mr. Plotkin:

I wish to take time out to express my appreciation for the fine service you and your company gave to the Herbert Construction Corporation subsequent to the recent windstorm.

It was gratifying to see the speed and well organized effort result in quick repairs to our buildings.

Thanks again for your kind cooperation.

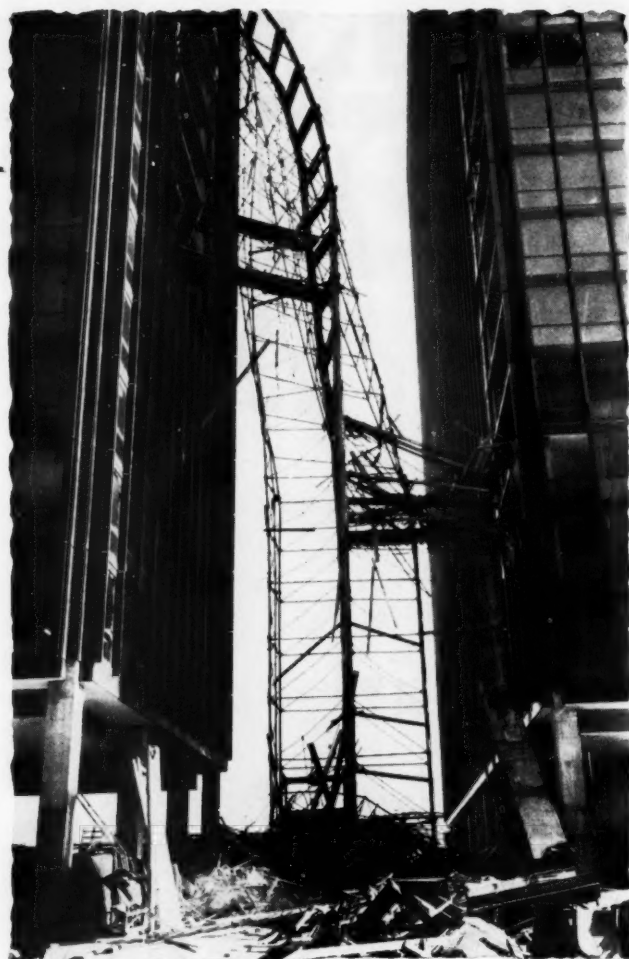
Very truly yours,

Irving Cherry
Irving Cherry

IC:pa

Mr. Howard Plotkin
American Glass Company
1030-42 N. North Branch Street
Chicago 22, Illinois

Call MOhawk 4-1100



4 AM, Friday, November 16, disaster struck at 900 Lake Shore Drive. This large apartment building, still under construction, was buffeted by excessively high winds.

During the storm a hoist broke loose and crashed into the side of the building—irreparably twisting hundreds of window frames and breaking hundreds of window lites.

The damage was substantial—running into many thousands of dollars and, more damage could be expected if the interior of the building were exposed to rain and weather. The openings had to be closed.

American was called at 5 AM and, by 9 AM, there were two truckloads of glass and a crew of glaziers at the job site.

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Now it is possible to call our office for service and have a radio dispatched vehicle surveying your needs within a matter of minutes.

This constant desire to give you and your assureds the best kind of service has been responsible for the fact that 90% of our business is repeat.

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Normand Beris, President

American Glass Company
1030-42 NORTH BRANCH STREET • CHICAGO

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Fire and Casualty Insurance

61st Year, No. 4
January 24, 1957

America Fore Shows Farm Underwriters Assn. Elects Mashek Underwriting Loss, Asset Gain for 1957

Losses in Almost Every Line Make 1956 Unusual, 1957 Not Too Promising

Net premiums written by the four insurers in the America Fore group in 1956 totaled \$271,637,341, an increase of \$225,809 compared with 1955. During the year America Fore cancelled and reversed reinsurance premiums exceeding \$9 million, which were more than offset by direct writings.

Continental had an underwriting loss on 1956 operations of \$2,845,950, Fidelity-Phenix of \$3,772,988, Niagara \$2,382,824 and Fidelity & Casualty \$2,307,216.

Assets totaled \$1,041,284,832 at year end, an increase of \$48,267,230 over Dec. 31, 1955. Policyholders surplus for Continental stood at \$338,622,265 on Dec. 31, for Fidelity-Phenix at \$319,484,741, for Niagara at \$151,276,851, and for Fidelity & Casualty at \$128,632,828. Federal, state and local taxes exceeded \$14 million.

Continental's net operating earnings after federal tax were \$1.80 per share compared with \$1.90. On a consolidated basis, which reflects the 50% ownership interest of Continental in Niagara Fire and Fidelity & Casualty, net earnings after federal tax were \$2.10 per share for 1956 compared with \$2.52. Fidelity-Phenix earnings on this basis were \$1.72 per share compared with \$1.96, and allowing for its 50% ownership of Niagara and Fidelity & Casualty, \$2.09 compared with \$2.73.

Continental had written premiums of \$64,003,125, a decrease of \$2,112,596, a loss ratio to earned premiums (CONTINUED ON PAGE 18)

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1956 Fires Roll Up 11.8% Increase, Dec. Rise Is 8.2%

W. H. Mashek, St. Paul F. & M., was elected president of Farm Underwriters Assn. at its annual meeting last week in Chicago. He succeeds George M. Craig of Home. F. M. Jackson, Aetna Fire, is vice-president, and K. S. Ogilvie, Western Underwriters Assn., was reelected secretary-treasurer.

Mr. Craig, who retired last year, said in his presidential address that closer harmony is needed within the business ranks. He predicted that the "fair weather" competitors may withdraw in the near future from the farm field as the going gets tougher. This would cause agents to respect their good farm connections.

The indiscriminate underwriting cycle in which business is put on the books simply to increase volume is about at an end for those companies in the field strictly for competition, Mr. Craig opined, but the companies with full farm departments will be able to stay whole.

Emphasis on production for production's sake is misplaced, he added, saying more emphasis should be on proper rates and proper forms. He commented that the tendency of some companies to decide they are in a strategic position and go it alone is unfortunate.

The managing committee in its report noted that the special survey and credit plan introduced in 1955 in Minnesota was last year extended to Kansas, Oklahoma, Michigan, Ohio and Kentucky, and this month was approved in North and South Dakota. It is hoped the plan will ultimately be extended to all FUA states.

It is "gratifying to hear reports on the success of this method of meeting rate competition," the committee said. It is a new and desirable business and makes it possible for the farmer with good improvements to buy his insurance for less money than his neighbor who has less pride in his property.

Commenting on the tendency of companies to have their field men handle all lines, the committee said farm insurance is a specialized cover and "deserves men trained for it and working full-time." The potentials are far too great, the report added, not to work the farm market to capacity. "If we are to get the maximum production from our farm departments, it might be well to give thought to full-time farm field men in the more productive states."

Policies and forms now give the farmer more for his money than ever before, but the committee wondered if merchandising is being handled on that basis. The volume of farm business does not reflect the better product being offered, and a consideration might be given to improvements in merchandising.

License Bill in Iowa

DES MOINES—The agent licensing bill sponsored by Iowa Assn. of Insurance Agents was filed in the senate among the first bills introduced. It would require the commissioner to have "reasonable proof of character and competency" before issuing a license.

Fire losses in the U. S. in 1956 totaled an estimated \$989,290,000, according to the National Board. This was an increase of 11.8% over 1955. December losses were estimated at \$96,485,000, an increase of 8.2% over December, 1955.

Monthly and yearly totals for the past three years are:

	1956	1955	1954
Jan.	\$96,972,000	\$75,265,000	\$86,493,000
Feb.	84,041,000	85,046,000	78,928,000
March	89,315,000	88,197,000	84,821,000
April	84,624,000	78,632,000	77,933,000
May	87,681,000	71,789,000	62,282,000
June	74,770,000	70,828,000	65,533,000
July	98,752,000	61,614,000	69,532,000
Aug.	74,930,000	71,103,000	78,163,000
Sept.	70,118,000	65,970,000	64,087,000
Oct.	81,121,000	58,778,000	57,668,000
Nov.	80,481,000	68,784,000	61,663,000
Dec.	96,485,000	89,212,000	83,881,000
TOTAL	\$989,290,000	\$885,218,000	\$870,984,000

Thurman Wins Out on Homeowners

FRANKFORT—Judge Ardery of Franklin county circuit court ruled last week that Commissioner Thurman of Kentucky should not be hampered in the performance of his duties and denied a motion of North America for a temporary injunction to stop the commissioner from carrying out his order on auditing homeowners policies. North America agreed in the order that no appeal would be taken to the Kentucky court of appeals.

Mr. Thurman ruled that the companies will send daily reports on homeowners to Kentucky Inspection Bureau for auditing, or the department, at company expense, will send auditors to the home offices to make the audits periodically.

Publicize Bennett Troubles

Midwest newspapers are giving extensive publicity to the arrest in Des Moines last week of Commissioner Oliver P. Bennett of Iowa on a charge of taking a 67 cent tube of hair dressing from a drug store. Mr. Bennett was detained in the Des Moines jail for five hours and was not released until his son, James, a Des Moines attorney, accompanied by Municipal Judge D. L. Tidrick, had him released. Mr. Bennett had been confirmed as Iowa commissioner the day before after having served an interim appointment.

He vehemently denied there was any theft and asserted he had paid for the item. He also said he was manhandled by two city detectives and kept in jail without permission to use the telephone.

A cab driver who was in the drug store said he was at the cashier's counter and saw someone reach past him and pay for a tube of hair cream.

On Tuesday of this week the charges were dismissed. The drug store proprietors said "a terrible mistake had been made" after a check of the records showed a 67 cent sale had been made at the time of the incident.

Mr. Bennett's unfortunate plight was given excellent newspaper coverage. He said: "Of all the damned things that ever happened to a person, this is the worst."

Chicagoans Given Insurance Outlook from 5 Standpoints

Union League Club Group Hears Beebe, Mertz, Hanna, Arrington and Guertin

An overflow crowd of more than 200 attended the first 1957 meeting of the Insurance Group of Union League Club of Chicago to hear a panel of five speakers describe "The Insurance Outlook." This is by far the most popular meeting of the group each year, with an attraction for life, A&S and fire and casualty insurance men in the form of a review and forecast together with some comments on the legislative outlook.

A big added feature was the appearance of Joseph S. Gerber, new Illinois insurance director, whose appointment seems to be a popular one in the industry ranks.

The speakers were Philip S. Beebe, president of Western Underwriters Assn. and western manager of Hartford Fire, on fire insurance; Arthur C. Mertz, counsel of National Assn. of Independent Insurers, automobile; John P. Hanna, general counsel of Health Insurance Assn., A&S; W. Russell Arrington, Chicago attorney, and member of the Illinois senate, on legislation, and Alfred N. Guertin, actuary of American Life Convention, on life insurance.

The hit speaker was Mr. Beebe who has a faculty for mixing humor and common sense and who is one of the outstanding representatives of the fire business on a public platform. His appeal was for more cooperation within the industry. He remarked that 1956 is certainly not to be considered a good year, but it did not throw the companies off balance or cost them their sense of values. However, if current problems are to be solved there has to be more effort to work with and for one another. This does not mean that competition has to be done away with, Mr. Beebe said, but there should be less hitting below the belt.

There are not 110 cents in every dollar, he pointed out, and forms, adjustments and other factors cannot be stretched to make 110. Losses have to be adjusted honestly and not with the idea of gaining a competitive advantage.

Commenting that the rate must be adequate and that when figures show a need the rate should be raised, Mr. Beebe added that equally important is the expense side. When the expense is shown to be too great it must be curtailed, no matter in what direction it lies.

One of the problems is to make the insurance business attractive to young men as a permanent and growing industry, he said.

Less thought should be given to deviation and more to the understanding of contracts already published, Mr.

(CONTINUED ON PAGE 16)

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Through the years, people have found they can rely implicitly on these agents for expert advice and guidance for every insurance need.



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Watt, Slattengren to Higher Posts in Seaboard Surety

Directors of Seaboard Surety have elected Robert W. Watt to the position of chairman and have named G. B.



G. B. Slattengren



Robert W. Watt

Slattengren president to succeed him to that post. Mr. Watt has served as president and a director of the company since 1947, and Mr. Slattengren has been vice-president since 1935 and first vice-president and director since 1950.

Mr. Watt started his career as graduate manager of athletics at Columbia University, where he played baseball four years and was captain of the 1916 champion baseball team. He played professional ball in the Virginia League and Southern Association before entering the air service as a pilot in World War I.

In 1924 Mr. Watt joined Royal Indemnity as vice-president. In 1926 he left that company to go with Moody's Investors Service as vice-president and a director, a position he occupied until he was elected president of Seaboard Surety.

Mr. Watt is a life trustee of Columbia University and vice-chairman of its board of trustees. He is also a trustee of American Irving Savings Bank.

Mr. Slattengren is the son of the late A. B. Slattengren, who spent 40 years in the life business with Mutual Trust Life of Chicago and was vice-president and a director of that company at the time of his death.

Mr. Slattengren entered the business in 1925 with the fidelity and surety division of Hartford Accident at Chicago. He went to Kansas City in 1929 as manager of a fidelity and surety service office of that company, and in 1930 joined Seaboard Surety in charge of its Chicago branch office.

In 1935 Mr. Slattengren went to the head office of Seaboard Surety in New York as vice-president.

Suicide Uses Plane Worth \$100,000

U. S. Aviation Underwriters was one of the insurers of the Pan American World Airways DC-3 training plane which crashed at International Airport in New York as it was being flown by an untrained company mechanic who reportedly used this means of committing suicide. The craft was valued at \$100,000. Loss is expected to run considerably higher because of the expensive radar equipment installed in the plane.

Ohio Insurance Chairmen Named

Gordon Renner, Cincinnati, has been named chairman of the insurance committee of the Ohio senate, and Harold Short, local agent of Piqua, has been named for another term as chairman of the insurance committee in the house.

Five Texas Insurers Enter Case to End Graduated Rate Plan

AUSTIN—Five Texas companies and the board of insurance commissioners, acting through Attorney General Will Wilson, have filed a quo warranto proceeding as intervenors in the suit brought last month by six companies seeking to use graduated rates on dwelling risks.

Mr. Wilson's intervention would have the effect, if granted by Judge Betts of district court, of turning the situation around, since the six companies are currently writing business under the deviation filings as a result of a court order that set aside the department's disapproval of the filings pending trial.

The new petition named Commercial Standard, Gulf, Houston Fire & Casualty, Superior and Trinity Universal "and all other insurance companies holding certificates of authority" as the intervenors. It holds that the deviated filings "purport to be a reduction of the rate of premiums to be charged and collected from the maximum rate promulgated by the board of commissioners, but, in truth and in fact, is an unauthorized and illegal classification of risks and schedule of rates applicable to those risks which has never been authorized or promulgated by the commissioners in the manner and form as prescribed by law." The other main allegation is that the proposed rate schedules discriminate against risks of the same character in the same community.

The deviated filings were made by the Southwest General, London Assurance, Manhattan F.&M., Houston-American, Birmingham of Alabama and Maine Bonding. These six companies obtained permission of the court to continue to write business at the deviated rates after the board, in reversing its earlier decision, refused by a 2-1 vote to approve the filings.

\$5 Million Chicago Elevator Loss for Grain Assn.

The Continental Grain Co. elevator at 93rd street and Harbor avenue, Chicago, which burned Monday night causing an estimated loss of \$5 million, was adequately insured in Underwriter's Grain Assn. UGA, however, did not retain the entire line.

The elevator, a frame structure built about 1894, was reputedly the oldest in Chicago. Grain Assn. has been more and more careful in recent years about insuring frame elevators, and this was one of the few on the books.

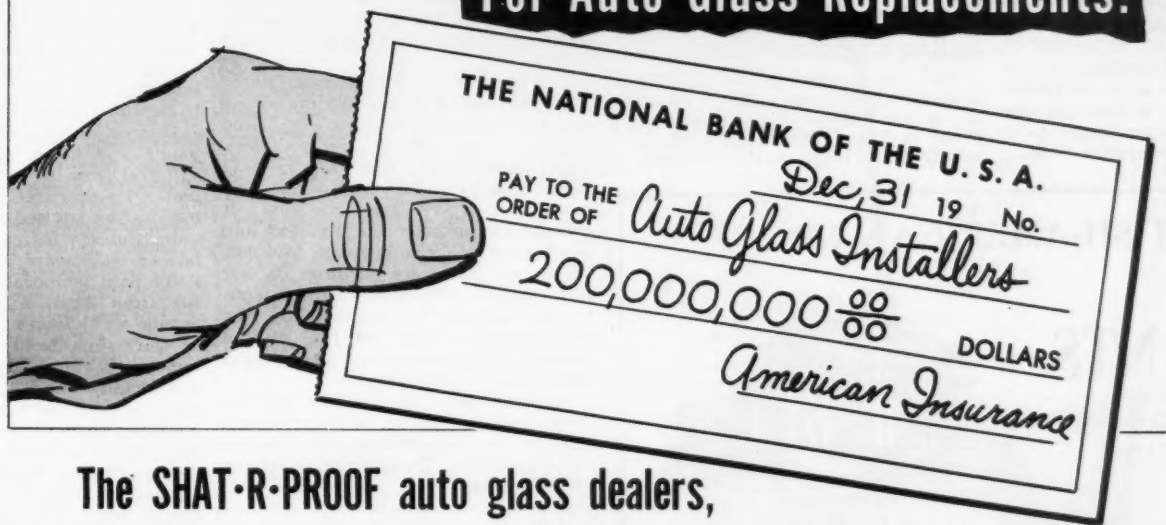
The Continental elevator had a capacity of 4.75 million bushels and contained 2.25 million at the time of the loss, more than half in soy beans and the remainder in corn and oats. The elevator was a sprinklered risk.

An adjacent Continental grain elevator "A" apparently suffered little damage, although it is early for an estimate to be made. Elevator "A" has water in the basement. This is the first catastrophic loss for the Grain Assn. since 1946 when two elevators went up in Minneapolis just as the year was ending. Grain Association had a satisfactory experience in 1956.

\$200,000,000.00

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Highway Casualty Becomes Highway Ins., Goes Multiple Line

Highway Casualty of Chicago has changed its name to Highway Ins. Co. and has become a multiple line insurer. Under the amended charter, in addition to the name change, the capital structure has been doubled and fire and marine, fidelity and surety, and A&S coverages have been added to its full line of casualty coverage which includes liquor liability (Illinois only).

The company was organized in 1937 as a mutual, known as Highway Mutual Casualty, and operated successfully until it was merged in 1950 with a newly formed stock company known as Highway Casualty.

From 1951 through 1956, Highway Casualty operated successfully in the casualty field and completed its sixth year with writings of \$6,700,000. It became opportune, therefore, for the company to widen its scope of coverages so as to become a multiple line writer and thereby serve its agents in every phase of the insurance field.

The company is licensed in Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Nevada, Oklahoma, Oregon, Tennessee, Texas, Utah, Washington, and Alaska. It is also licensed by the government to write insurance under the longshoremen's and harbor worker's act, and also under the defense bases act.

Central Mutual Names Leslie Wedge to Field

Central Mutual has named Leslie C. Wedge special agent for Minnesota, North Dakota and South Dakota.

Mr. Wedge has more than 10 years experience in agency management and sales, and has completed the company's training course.

Tex. Departments Asks Ruling on Homeowners

The Texas department has asked the state attorney-general for an opinion on the legality of the homeowners policy in Texas. Pending his reply, no action will be taken on the coverage.

Springfield, Mass. Building Fire Costs Insurers \$287,000

An insurance loss of \$287,000 resulted from a fire which destroyed a two-story brick store and office building in the mercantile section of Springfield, Mass. Central Mutual is the principal insurer, sharing coverage with Union Mutual and Federal Mutual.

May Settle Doria, Stockholm Issue

Efforts were being made this week to complete an agreement between the Swedish and Italian lines under which the former would abandon its claim of \$1 million for damage to the *Stockholm* and the Italian line would abandon its claim of \$30 million for the sinking of the *Andrea Doria*. The collision occurred off Nantucket last July 1.

The lines then would form a limited liability pool of around \$5 million to pay death, injury, baggage and cargo claims of passengers and shippers, which now total about \$85 million. Under admiralty law the Swedish line would put in \$4 million, the value of the *Stockholm* after the accident and the Italian line would put in \$400,000, cargo and passenger earnings on her last voyage. The Italian line's contribution might be increased by \$1,800,000—\$60 a ton of the *Andrea Doria*'s gross tonnage—if \$4.4 million does not settle the claims.

Insurers paid \$11 million on the *Doria* and \$1 million to the Swedish line, the cost of putting a new bow on the *Stockholm*. These were payments on hulls only.

Ill. Brokers Reelect Officers, Hear Gerber

Insurance Brokers Assn. of Illinois at their annual meeting in Chicago this week heard Joseph S. Gerber, newly-appointed state insurance director, and reelected John S. Siewers president as well as other officers.

The other officers renamed to their posts are: Spencer S. Willison, 1st vice-president; Thomas R. Johnson, 2nd vice-president; Glenn H. Koch, secretary; and Frederic C. Stiles, treasurer. All directors were reelected.

Mr. Gerber, former attorney for the brokers, thanked the association members for their support and best wishes and asked them to "judge me by performance rather than by rumors, innuendoes, or the usual claptrap that usually surrounds a position of this sort." He told the brokers that many of them didn't realize the importance of their work as a representative of free enterprise.

This was reiterated by Richard J. Thain, executive director, who declared that "never before has the broker been more important to public and the companies they represent." He said the kind of advances that have been developed in the insurance industry could not be imparted to the public by part time agents or "direct writer clerks."

Wants Holes in N. Y. Compulsory Mended

In his annual message to the legislature, Gov. Harriman of New York recommended a special indemnity fund to stop some of the gaps in compulsory cover, including victims of hit-and-run drivers, motorists driving illegally, and uninsured out-of-state drivers.

Hold WC Benefits Can Be Based on Wage Impairment in Wis.

Wisconsin supreme court in a workmen's compensation case has held that benefits can be paid on the basis of wage impairment rather than on a percentage of disability.

Fred Wagner, a former employee of Ampco Metal Co. of Milwaukee, was ruled eligible for permanent disability compensation because of a skin condition that developed as a result of his employment. His dermatitis cleared up, but Wagner was advised by doctors not to return to industrial employment and has become a full-time farmer.

The industrial commission will hold hearings later on compensation to be paid.

Wagner's attorney contended the wage impairment principle should be used in setting compensation because of the nature of disability. He did not hold that the principle was applicable to disability cases generally.

Wagner developed dermatitis on his hands and arms early in 1951 and suffered from the condition intermittently. He was able to work part time, but doctors advised him to give up all industrial employment and become a farmer. Hardware Mutual of Stevens Point paid temporary disability benefits from April 7 to Dec. 10, 1951, except for the days when Wagner was at work, but declined to pay further temporary disability when Wagner turned to farming. The industrial commission ruled he was entitled to 33% disability until Aug. 15, 1952, but the commission declined to authorize further payments. Wagner filed suit for permanent disability, and lost in the circuit court. The supreme court reversed the decision and set the precedent of the wage impairment principle.

Up-to-Date Hand-Book of Ga. & Ala. Ready

A new Underwriters' Hand-Book of Georgia and Alabama has just been published by The National Underwriter Company. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance throughout the two states. Copies of the new Georgia and Alabama Hand-Book may be obtained from the National Underwriter Company, 420 East Fourth street, Cincinnati 2, Ohio. Price \$12.50 each.

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Ohio	10,000	New York	12,000
Missouri	10,000	Chicago	12,000
Minnesota	9,500	New England	15,000

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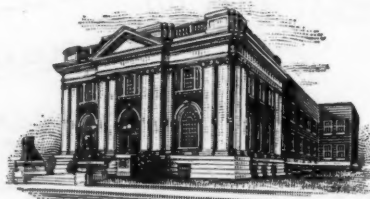
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HOUSTON 1, TEXAS

Crum & Forster Change of Ohio Operations Not to Take Place Until July

The change in Ohio operations of Crum & Forster from the western department at Freeport, Ill., to the Allegheny department at Pittsburgh does not become effective until July 1, and is not an accomplished fact as implied by THE NATIONAL UNDERWRITER in reporting this news in the Jan. 10 issue.

The editor who handled the story, using a news release from Crum & Forster, let his enthusiasm for the change carry him so far that he overlooked entirely the statement that it will not take place for six months.

When the transfer is accomplished, C. C. Iuppenlatz, manager at Detroit, will go to Pittsburgh as general manager, and A. J. Danziger, Cleveland manager, will move there as production manager for the entire department. W. C. Fiand will continue as vice-president at Pittsburgh, and Leo S. Schober, assistant manager there in charge of fire and allied line underwriting, will continue in that capacity. William Kurz, who supervises Ohio underwriting at Freeport, will transfer to Pittsburgh in the same capacity.

The new Allegheny-Ohio department will supervise western Pennsylvania, West Virginia and Ohio.

Bettes Anti-Trust Suit Settled Out of Court

The anti-trust damage and injunction suit against the T. J. Bettes mortgage firm and insurance agency of Tulsa has been settled out of court. The Bettes company was charged by a group of agents with coercing home buyers to purchase insurance from it or its agents by imposing service charges of \$2.50 to \$15 for substituting policies bought from anyone else. A joint statement issued by the plaintiff's agents and the Bettes company says Bettes will now accept without charge substitute policies becoming effective on the anniversary date of existing ones if they are delivered to the Bettes company more than 10 days prior to the anniversary date.

The 15 agents bringing suit were asking \$30,000 triple damages and an injunction against further alleged violation of federal anti-trust laws. A spokesman for the agents said the out-of-court settlement "should discourage mortgage firms elsewhere from trying to force home buyers to buy their insurance only through the mortgage company."

It is reported five other similar anti-trust suits are pending elsewhere.

Sparks Club Elects

Sparks Club, celebrating its 20th anniversary, has elected Jesse W. Pearson of Penn Mutual Fire president. He succeeds Norman J. Basehore of Millers Mutual of Harrisburg, who was named a director. Robert F. Klippel of New Castle Mutual was elected vice-president, Albert J. Bush of Laird-Hagee general agency secretary (reelected), and Henry W. Graybill of Pennsylvania Mutual Inspection Bureau, treasurer. John J. Cook of Pennsylvania Threshermen & Farmers was elected a director.

L. A. Agents Hear Fire Safety Talk

William L. Miller, chief engineer of the Los Angeles fire department, asserted that human carelessness is the chief cause of fires in his talk at the January meeting of Insurance Assn. of Los Angeles.

Declaring that the chief function of the fire department is to protect lives

and property of citizens, Mr. Miller stressed that the most important problem of the department is education of the public in fire prevention. He urged his audience to aid in this effort.

Installation of officers was also held at the meeting, with William H. Menn, past president of the national association, acting as installing officer.

Alfred G. Trundle, Atlanta manager of Aetna Casualty since 1942, is celebrating his 35th year with the company. He formerly was assistant manager at Newark. He is a past president of Southern Casualty & Surety Assn.

Lynn Carney Named V-P of Paramount Fire

Lynn Carney has been elected vice-president of Paramount Fire of the Pacific National group. He will be in over-all charge of developing the Paramount program nationwide.

Mr. Carney has had wide experience in the insurance and mortgage loan field. He began his career with the B. F. Carney Co., a mortgage loan, insurance and abstract agency in southwestern Missouri, in 1929. He was a special agent in the 1940s and has

Elect Risque V-P of Service Group

J. Page Risque has been elected a vice-president of Service Fire and Service Casualty. Formerly an assistant vice-president, he has been with the group for five years.

travelled extensively in the midwest. In 1947 he became manager at Kansas City for Pacific National in charge of the southwestern territory. In 1956, he was named assistant division manager at Skokie, Ill.

SALES BUILDERS

Read what AMERICA FORE'S national advertising is doing for this "live wire" agent:



Values have changed!

When do you get a steak for a quarter today? It's the same with practically everything—your home, its contents, your automobile, even your liability. These represent values never imagined a few years ago.

How about your insurance protection? Have you seen to it that the amounts you carry are adequate—that they include that new TV set, the appliances and other things that you have accumulated from

year to year?

Why not talk it over with a local independent insurance agent? He can give you competent advice, point out critical exposures and recommend the kinds and amounts of protection you need to safeguard all you own.

For the name of a nearby independent agent who represents America Fore companies call Western Union by number and ask for Operator 25.

America Fore
INSURANCE GROUP

* The Continental Insurance Company
* Niagara Fire Insurance Company

* Fidelity-Phenix Fire Insurance Company
* The Fidelity and Casualty Company of New York

This America Fore advertisement appears currently in the following national publications:

★ THE SATURDAY EVENING POST ★ READER'S DIGEST
★ LIFE ★ TIME ★ NEWSWEEK ★ FORTUNE
★ NATIONAL GEOGRAPHIC

SEES MANY DEFECTS

Holz Tells What Further Carpentry Compulsory Needs

NEW YORK—Superintendent Leffert Holz, in a speech to National Democratic Club here, outlined what he thinks the state's compulsory auto insurance law needs to make it adequate.

Those needs, he indicated, would bring the law up to the "compulsory

indemnification" plan he proposed in the last legislature, which failed to pass. His plan included a fund collected from uninsured motorists to pay for their victims, plus impoundment.

Strong efforts will be made in this legislative session, it is indicated, to "remedy" the defects of the compulsory law.

No compulsory insurance law yet conceived could compel an out-of-state motorist to obtain insurance, or provide compensation for the innocent injured victim of a hit-and-run driver, an unauthorized driver, such as a teen-

ager, or the driver of a stolen car, or to cover those cases where, even though insurance is in force at the time of the accident, the insurer has a legal right to disclaim liability, Mr. Holz told Democrats.

Furthermore, he sees many difficulties in the administration of a compulsory law. Suppose the owner of an automobile applies to the motor vehicle bureau for license plates in December, 1956. He produces the necessary proof his plates. On March 1, 1957, his policy expires and he either forgets to renew or financial responsibility and receives

or deliberately decides not to do so. Adequate provision can be made for notifying the MV bureau of termination of the policy. But necessarily some time must elapse between that date and the time the plates are picked up by the MV bureau. If in that interim the owner of the automobile is involved in an accident, the innocent injured victim may not get redress for damages. The state can jail the driver. It could punish the owner of the car in many ways. But that is small comfort to the injured person.

Also, he asked, what is to be done about the person who has a license to drive but is deemed a bad underwriter by insurers and cannot get insurance? He may not even be eligible to obtain insurance in the assigned risk plan. Yet under the present law he would be prohibited from driving an automobile even though the state has licensed him to drive.

Mr. Holz warned against treating lightly the categories not covered by any compulsory law. In 1954, 7,000 New York accidents were caused by out-of-state cars, more than 2,000 accidents were caused by hit-run drivers, and a number of accidents were caused by unauthorized drivers or drivers of stolen cars. In Massachusetts, the records show more than 2,500 cars with licenses are being driven without insurance—and in many of these cases authorities are unable to pick up the license plates because the persons who registered the cars gave fictitious names and addresses.

Mr. Holz then reviewed his compulsory indemnification proposal. This provided that when a person sought to register his motor vehicle, if he did not produce insurance or some other evidence of financial responsibility, he would be required to pay the price of the license plates plus an additional charge (\$30 was originally suggested) solely for the privilege of driving. The \$30 would vary, depending upon the sum required to compensate innocent victims of uninsured New York and out-of-state cars, hit-and-run drivers, or stolen cars. Also, Mr. Holz recommended impoundment and that the judgment rendered against the driver of an uninsured car remain in force for the full period allowed by law. Until the judgment was satisfied, his driver's license would be revoked and his car would remain impounded.

Mr. Holz believes there is a willingness on the part of both houses of the legislature to close the gaps in the compulsory law. He is confident that this year the administration and the legislature will agree on the necessary legislation to afford complete protection to all persons injured through no fault of their own in automobile accidents occurring in the state.

He commended the insurers for their continued endeavors to solve the UM problem, through the first UM endorsement and the new broader form.

D. C. Judge Rules Rate Bureau Can Sue N. A.

Federal Judge Pine of District of Columbia has ruled that Insurance Rating Bureau of District of Columbia has the power to sue and be sued. The decision was handed down on a legal point in the suit of National Capital and American Fire, two D. C. insurers, and the rating bureau which contests North America's fire rate deviation of approximately 10% in the district. Superintendent Jordan and North America had contended the rating bureau does not possess the power to sue or be sued and therefore cannot be a party to the contest.



"Working with experts..."



put us away ahead of competition!"

Building up your premium volume against today's competition takes a lot of real know how.

But almost every agent who has completed the courses at The Hartford Fire Insurance Company Group Training Centers tells us that this investment in time has increased his income substantially.

At The Hartford Training Centers you get together with veteran, successful insurance men. You spend real time with them. You get their personal attention and learn their techniques. You can try out your ideas on them. You're brought up-to-date on coverages, trends and sales ideas. And you learn Survey Selling, the key to those important accounts that mean so much to your agency.

If you are interested in the opportunities afforded by our Training Centers, write us for information. Or if you now represent one of our companies, consult your special agent.

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Citizens Insurance Company of New Jersey Hartford 15, Connecticut
New York Underwriters Insurance Company New York 38, New York
Northwestern Fire & Marine Insurance Company
Twin City Fire Insurance Company Minneapolis 2, Minnesota

ADT Introduces Ultrasonic Office and Factory Alarm

An ultrasonic burglar alarm system has been perfected and introduced by American District Telegraph Co. Available for certain applications in the 725 cities and other municipalities served by ADT central stations, it is the result of many years of experimentation and testing.

In action, the alarm continually bounces high-frequency sound waves—inaudible to human ears—back and forth in the protected area. The instant an intruder opens a door or window, or moves within the room, the sound pattern is distorted and an automatic transmitter secretly flashes an emergency signal to the ADT central station linked with it.

The ultrasonic system is considered an improvement over the conventional type of burglar alarm because it gives more complete protection with less equipment. Up to 4,000 square feet of floor area can be policed by a singled ultrasonic unit. Central station service is preferred for such systems because it assures prompt response to alarms and proper equipment maintenance.

Imperial of D. C. Acquires American Fire of D. C.

Imperial of Washington, D.C., effective Dec. 31, acquired controlling interest in American Fire of D. C., which has a charter dating from 1873. American Fire has restricted its writings to fire and allied lines in the District, Maryland and Virginia, although its charter permits multiple line underwriting.

The new officers of American Fire are A. W. Moore Jr., president; Harry Martens Jr., vice-president and secretary; Robert L. Haydon Jr., vice-president and general manager, and Walter Mitchell, treasurer. The head office of American Fire has been moved to the address of Imperial at 3408 Wisconsin avenue, N.W.

Taylor Warns Insurers to File Valued U&O Forms

Commissioner Taylor of Oregon has sent to insurers a letter in which he notes that some fire companies are writing a valued use and occupancy coverage without the benefit of a filing as required under the statutes. He says any company issuing or renewing or extending such coverage without a proper and approved filing after Jan. 1 will be prosecuted with the request that maximum penalties be invoked.

Sequoia to Sell Stock

LOS ANGELES—Sequoia of Palo Alto, Cal., has been granted a permit by the California department to sell 750 shares of its A capital stock of a par value of \$100 per share at a price of \$200 per share to California County Mutual Fire Insurers, currently its sole stockholder.

The permit also authorizes the company to sell 2,250 shares of its B capital stock a par value of \$100 per share at a price of \$200 per share to the officers, directors, agents and members of the Farmers Mutual Fire of Sacramento County, Farmers Mutual Fire of San Benito County, Humboldt County Fire Insurance Association, Merced County Mutual Fire, San Diego County Mutual Fire and the Santa Clara County Fire.

Security General of Sioux Falls will pay its usual 5% dividend to preferred stockholders of record Jan. 1 and a 6% dividend to common stockholders of record Dec. 15. The company is operated by the E. W. Smith Co. general agency of Sioux Falls.

Bituminous Casualty to Have Dallas Branch

Bituminous Casualty Feb. 1 will open a branch office at Dallas with Rush H. Farrar as manager. For nine years he has been casualty department manager at Dallas for National Automobile & Casualty.

The new Dallas office of Bituminous will be at 1512 Mercantile Securities building.

The Ken Abbe agency of Saginaw, Mich., and the Morris Eagan agency of Birch Run, Mich., have combined their offices in Saginaw.

Pennsylvania Lumbermens Has West Coast Office

A new branch of Pennsylvania Lumbermens Mutual has been opened in Los Angeles to service the nation's west coast. Carroll Diebold is manager. He formerly represented the company in North Carolina.

The branch will handle fire, allied lines, homeowners, comprehensive dwelling and inland marine, and is authorized to approve underwriting and claims payment. It is in the Tishman building at 3400 Wilshire boulevard.

Pennsylvania Lumbermens Mutual also has branches in New York and Charlotte, N. C.

Liberty Mutual Elects 3 V-Ps

Liberty Mutual has elected three new vice-presidents: William R. Newton, who is manager of the business risks department; Alvin C. Tyson, who also has been appointed general claims manager; and O. Edward Ringquist who is vice-president and general manager of Liberty Mutual Fire.

you can't beat competition with old-fashioned coverages...

Competition is striking on many fronts today... and the attack is mounting in intensity. Representatives of Crum & Forster companies, however, have the "weapons" at their command to defeat their competitors.

One of the most effective "weapons" issued from the Crum & Forster arsenal is the newly-designed Family Automobile Policy. This compact coverage renders obsolete all other automobile coverages.

Write for full information about Crum & Forster's Family Automobile Policy and our other high-powered "weapons" which will help you meet and beat your competition—start fighting back today.



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of Insurance Companies

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UNITED STATES FIRE INSURANCE CO. Organized 1824

THE NORTH RIVER INSURANCE CO. ... Organized 1822

THE WESTERN ASSURANCE CO., U. S. Branch Incorporated 1851

WESTCHESTER FIRE INSURANCE CO. ... Organized 1837

THE BRITISH AMERICA ASSURANCE CO., U. S. Branch .. Incorporated 1833

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WESTERN DEPT., FREEPORT, ILL. • PACIFIC DEPT., SAN FRANCISCO • SOUTHERN DEPT., ATLANTA • ALLEGHENY DEPT., PITTSBURGH • VIRGINIA-CAROLINAS DEPT., DURHAM, N. C.

American Group Sets Up Newark Branch

American group is opening a newly centralized Newark branch at 10 Commerce Court which will be second only to Chicago in size of integrated operations of American and American Auto. In 1956 American Automobile's writings in this territory totaled \$3 million, those of American \$10 million.

The staff of the branch has been augmented by executives from the head office. O. Roy Carlson is resident vice-president, and Raymond W.

Clarke, formerly American Auto manager at Newark, is branch manager. Department managers are Frank W. Cornish, production; Edward S. Carroll, fire; John J. Hulighan, inland marine; Richard J. LaVecchia, casualty; Michael J. Regan, bond-burglary-glass, and Joseph L. Petritus, claim.

This fall the branch will move to the new Mutual Benefit Life home office building.

Badger State Mutual Casualty of Milwaukee has been licensed in Michigan.

Cal. Commissioner Cites Reasons for Rate Boost

Although most of the independent insurers in California have said they will go along with the automobile rate increases of National Bureau of Casualty Underwriters and National Automobile Underwriters Assn., Liberty Mutual, through W. L. Legrow, vice-president, issued a statement that it will not increase rates until and unless adverse experience this year forces increases.

At the same time Commissioner McConnell issued a statement to the

effect that the two organizations complied with the California rate regulatory law and that other independent have informed him they plan to raise rates accordingly.

The commissioner's statement also included an explanation of the basic fundamentals of insurance and reasons for the increases which he declared to be necessary in view of the situation. He pointed out that records of California highway patrol show the economic loss from accidents in the state increased from \$341 million in 1954 to \$411,760,000 in 1955. He said, also:

"While no one wants to see insurance rates increase, we can not overlook the fact that in California one person was killed every 2½ hours and one person injured every 4½ minutes in a traffic accident. And, as a result of death, injury and property damage on our highways, the people of the state of California suffered a monetary loss of over \$1,200,000 every 24 hours. Automobile insurance premium dollars must pay these losses."

The commissioner also cited jury awards, saying that in the period June to September, 1956, five jury verdicts in bodily injury cases totaled \$1,090,000 and that during 1956, 19 such verdicts in the Los Angeles and San Francisco areas alone totaled \$2,600,000. The new rates for Los Angeles for standard limits BI and PDL, he added, are less than half corresponding rates for New York city.

The governing committee of the Pacific Coast Advisory Assn. recommended the use of the new rates by its member companies.

Va. High Court to Hear Allstate Case

Virginia supreme court of appeals has agreed to review the suit of Allstate against Virginia corporation commission. This is the case involving the question of whether Allstate can use in Virginia other than a uniform percentage type deviation in auto rates. The company had sought to use variable percentage discounts from bureau rates for class 2 risks.

The commission would not permit Allstate to use the variable deviations while the issues in the case were being determined, but did permit a uniform percentage deviation of 17½% from bureau rates on private passenger automobiles and 20% on commercial cars.

John A. Barry Elected to Head New Orleans Board

New Orleans Insurance Exchange has elected John A. Barry president, George Tessier vice-president, Herman Katten secretary, Charles L. Rittenberg treasurer, and Thomas Q. Winkler, James E. Hassinger Jr., Louis M. Rodenheimer and C. Eldon Powell executive committeemen.

Richardson for Smith

Stuart H. Richardson, resident vice-president of St. Paul-Mercury, has been elected chairman of the committee on finance and a director of New York Board to succeed Everard P. Smith, retired U.S. manager of the Norwich Union.

Asks Cover of U. S. Drivers

South Carolina's Sen. Johnson, chairman of the Senate post office and civil service committee, has introduced a bill that would require the government to insure civilian employees operating motor vehicles against liability for personal injury and property damage.



Ship where they will

Across land, sea or

trackless desert—wherever your clients'

shipments may go, insure them through

the MARINE OFFICE OF AMERICA.

Then you are sure of world-wide service

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Risjord, Terbell Explain Family Auto Policy to Chicago Casualty Adjusters, Underwriters

Norman E. Risjord, vice-president of Employers Re, and Floyd O. Terbell, superintendent claim training division of Lumbermens Mutual Casualty, discussed the family auto policy in a panel-type program presented at a joint dinner meeting of Casualty Adjusters Assn. of Chicago and Casualty Underwriters Assn. of Chicago last week. Wyatt Jacobs, Chicago attorney, was moderator.

In introducing the discussion, Mr. Terbell stated that the approach to automobile liability insurance in the family auto policy is now entirely different. Where the standard auto policy was and is basically a specified auto and specified peril contract, the family policy is an all risk coverage which is not dependent upon a specific auto and which is "aimed to give maximum desirable protection for the family unit."

Mr. Terbell also asserted that "For any risk that qualifies as a family risk, the insurer now must issue a family auto policy. In the future, the standard auto policy will be used only for such risks as commercial autos, partnership owned autos and corporation owned autos."

From the adjusters' standpoint, the family auto policy will present a situation different from that with which they have been familiar. Under the standard policy, the auto named in the declaration is the principal subject of insurance; under the family policy, ownership is of prime importance. The key question for claim men will now be whether the auto involved is owned or non-owned and whether the driver is an insured under the contract. Mr. Terbell pointed out that the search for proof of ownership or non-ownership of an auto will occasion use of such records as bills of sale, license applications, and similar documents, since the policy does not require statement of ownership for any particular auto in its declarations.

Mr. Risjord conducted a brief review of the policy form.

Among the new features of the policy, Mr. Risjord noted that the defense agreement has been made part of the initial insuring agreement at the beginning of the policy. The agreement provides that "the company shall defend any suit . . . seeking damages which are payable under the terms of this policy," thus restricting the company's defense obligation to those which would be payable under the contract. This has always been the intent of underwriters, he said, but under previous forms where the defense agreement was separate, some courts have held the insurer was obligated to defend all suits, regardless of whether they involved damages which would be payable under the policy.

Also new in the policy is that portion of supplementary payments in which the company agrees to pay "all interest on the entire amount of any judgment," not only that amount of a judgment payable by the insurer.

Although a financial responsibility clause is included in the policy, Mr. Risjord commented, the failure of an insured to meet the requirements of such a law does not in any way invalidate the contract.

One of the improvements in the family policy is a condition which states that the PDL limit as stated in the declarations as applicable to "each occurrence" is the total limit of liability for all damages arising out of damage to property of one or more persons or organizations. This provision, Mr.

Risjord explained, eliminates the problem of courts ruling that damage to property of each owner in a multiple accident constitutes a separate and distinct accident.

Among the questions from the audience were:

Can an insurer avoid liability if insured fails to report a newly acquired auto within the period specified in the policy?

Mr. Terbell: No. Failure to comply

with the premium condition does not provide a basis for declination of coverage.

Is there coverage under medical payments when the named insured as a pedestrian is injured while in the process of avoiding being struck by an auto, the injury not caused by actual contact with an auto?

Mr. Risjord: No. At present, the named insured must be injured by contact with an auto, or at least by an occurrence arising directly out of an auto accident.

Is there a time limit that a relative

must be a resident of the insured's household to be covered as an insured in the named insured's auto?

Mr. Terbell: No.

How is payment adjudicated where the sum of all claims under PDL exceeds the limit of liability under the policy?

Mr. Risjord: Payment probably would be on a "first-come, first-served" basis, since there is no provision in the policy for such an event.

A considerable discussion resulted when a question was raised as to

(CONTINUED ON PAGE 19)

Odor Control Is A Profit Builder!



RIGHT AFTER THE FIRE...business as usual!

Overnight this supermarket recovered from a calamity that might have closed its doors for weeks. Smoke from a major fire next door contaminated 20,000 feet of sales and storage area. The store reeked with smoke odor, normally considered extremely difficult to remove. However, management of the chain, on advice of the insurance adjuster, called in Airkem Smoke Odor Service. That same night the store was restored to normal by the Airkem specialists who vaporized special odor control formulations and completely neutralized all traces of smoke odor.

Here is what happened, in the words of one of the food chain executives. "Our objective was to get the store opened as quickly as possible so as not to inconvenience our customers. This would have been a difficult task, if not impossible, without Airkem. Your prompt service, performed overnight, permitted us to open on our next business day. Our customers shopped without any reminder of the fire which had occurred not many hours before."

Smoke odor counteraction is only one of the services



Odor Control is a Profit Builder for retail stores, athletic clubs, veterinarians, transit lines and many other businesses and industries.

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Mo. Rate Case Comes to End as \$993,000 Is Put in Escheat Fund

Missouri supreme court decided last week that \$993,000 in unclaimed fire insurance refunds should be escheated to the state of Missouri.

This will ring down the final curtain on the famous Missouri rate case. The money was the balance of some \$10 million in refunds ordered by the U. S. district court at Kansas City when it rejected the historic fire rate

litigation compromise of 1935. The courts held that 117 stock fire companies operating in Missouri had illegally collected excess premiums and ordered refunds made to the policyholders. It was impossible, however, to locate the policyholders or their legal heirs entitled to the \$933,000. The rest of the money has long since been refunded.

In its opinion, the supreme court points out that thousands of policyholders did not receive refunds, despite efforts to locate them. Yet no individual policyholder contested the

state's suit to put the money in the escheat fund. There is a provision in the law that any policyholder may make claim for his share of the escheated insurance premiums within the next two years.

Greenwich (Conn.) board has elected Charles P. Mason president, Edwin A. Thomas vice-president, V. Hall Everson treasurer, and Thirza R. Hennigar secretary. Members of the executive committee are Charles T. Glines, Leonard F. Whelan, Clarence Gregory, and Carl T. Wold.

'Loss Control Is Cost Control,' Klepp Tells Chicago Risk Managers

The Chicago chapter of American Society of Insurance Management started the new year out on the right foot with a capacity turnout at its January meeting where Walter E. Klepp, vice-president of Johnson & Higgins (Ill.), emphasized the simple equation: "Loss control equals cost control."

He said it was rather amazing the number of companies that give little or no attention to loss control. He said sometimes it is the fault of the risk manager, but more often the fault of a disinterested management. While there has been in recent years an increasing interest in loss prevention, Mr. Klepp said there is still considerable room for improvement.

Mr. Klepp urged his audience, which included insurance buyers of some of the leading industrial and retail establishments in Chicago, to take an active part in loss prevention activities in their respective companies. He suggested that it is the right job of an insurance manager to head up a committee for loss prevention, or at least to be an active member of such a committee. He urged his audience not to be content to serve as a clearing house or intermediary between people concerned with loss prevention by just passing recommendations back and forth between insured and insurer.

Mr. Klepp asked the risk managers to use their own judgment in dealing with recommendations for loss control, finding avenues, if necessary, to take the safety and preventive recommendations they favor to top management.

He cited a case where a simple improvement in the loss prevention for a certain company resulted in such startling savings in premium that these savings alone paid the cost of the improvement within 10 months.

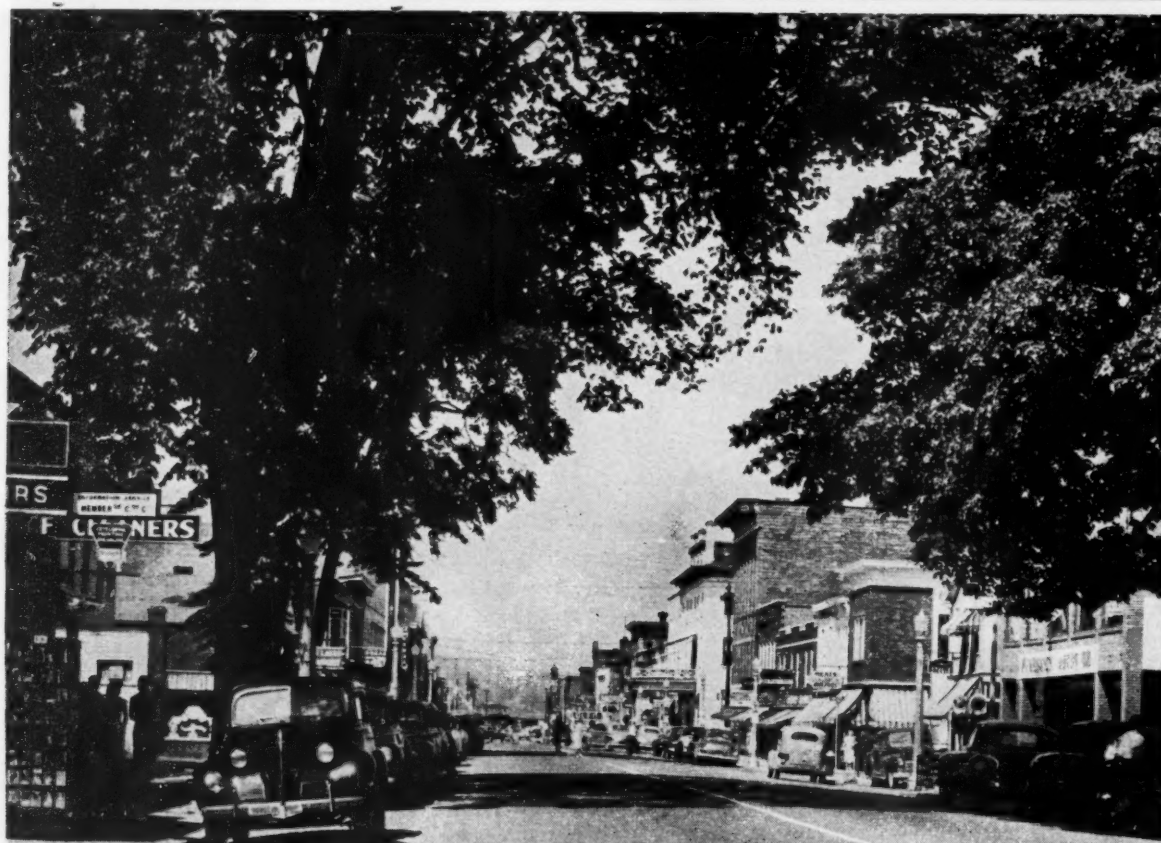
It was also brought out in a question and answer period following Mr. Klepp's talk, that it is not always premium savings that warrant expenditures for loss prevention but also the avoidance of future increased costs.

In demonstrating the steps toward effective loss control that can be taken by an energetic risk manager, Mr. Klepp cited a case where the warehouse managers of a company were exerting pressure to commence the occupation of a new warehouse with about \$1 million worth of stock before sprinklers were installed. The insurance department of the company refused to sanction such a move, and the insurance manager went directly to the president of the company. The president went into action and sprinklers were installed within three days, instead of weeks, as scheduled.

In conclusion, Mr. Klepp emphasized: Coordination of loss control is as important a job for the insurance buyer as procurement of coverage; buyers should make complete use of the tools offered them by the producer, the underwriter, and by their own people, and the buyer should establish procedures for loss control that will give him a voice in deciding recommendations.

Award 50-Year Plaque to Agency

Home has awarded a plaque to F. D. Hirschberg & Co. agency of St. Louis in recognition of its 50 years of continuous representation. John W. Cook, agency president, also received a certificate.



**MOST EVERY STORE IN YOUR TOWN IS A PROSPECT FOR OUR
NEW POLICY!**

A bonanza for wide-awake agents—that's the only way to describe American Surety's Broad Form Storekeepers Policy. It's designed for the one-location merchant customarily employing not more than four other persons. There are plenty of such enterprises in your community!

This convenient "package" coverage gives merchants all the protection of the standard Storekeepers Burglary and Robbery Policy . . . plus Employee Dishonesty and Depositors Forgery features, insurance against Counterfeit Money hazards, and damage by Vandalism and Malicious Mischief, and other protection.

Storekeepers who now have the older form will welcome the new policy's added features. Storekeepers

whose business is not large enough for the C-3-D Policy will like the similar broad, low-cost coverages of this new policy.

FREE POLICY COMPARISON CHART
Current issue of "Mailroad to Profits" features a comparison chart of the Broad Form Storekeepers Policy—gives you a clear, point-by-point comparison with the ordinary Storekeepers Burglary and Robbery form.

It's just one of our many selling aids to help you make the most of the profitable storekeeper market. Mail coupon below today.



.....

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Please send a copy of the current "Mailroad to Profits," with the comparison chart of the new Broad Form Storekeepers Policy.

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COMPANY FIDELITY • SURETY • CASUALTY • FIRE • INLAND MARINE
HOMEOWNERS • ACCOUNTANTS LIABILITY • AVIATION

Glens Falls Makes Executive Changes

Glens Falls is advancing Vice-President Robert P. Crawford in the executive line to directly assist President George D. Mead and Executive Vice-President Frank A. Roberts in the general administration of the company's affairs.

Mr. Crawford presently is assisting in the general supervision of branch and field office activities. This work will be taken over by Vice-President L. A. Kenney, who, upon relinquishing his position as head of the central department of Glens Falls at Chicago, will have his headquarters at the home office. In his new position he will assist Vice-President E. B. Gill, director of production.

The central department post vacated by Mr. Kenney will be filled by Francis E. Dougherty, presently manager of western New York at Syracuse and his appointment as secretary.

At Chicago, Agency Director Arthur W. Neumann will become co-manager with John H. Bryden and administrative assistant to Mr. Dougherty. He will directly supervise agency production and underwriting activities. Mr. Bryden will assist Mr. Dougherty and Mr. Neumann in general administration and in addition be primarily concerned with the internal functions of the department.

C. Stanley Spiese and Max L. Myrick, assistant agency directors, will become agency directors. Mr. Spiese will supervise production in the metropolitan territory, Mr. Myrick in the central department outside metropolitan.

Robert H. Morgan has been promoted to manager of western New York. He has been superintendent of the casualty division there. He will be assisted by John Y. Lambert Sr., who advances from superintendent of the fire division to assistant manager.

Agent Is Head of Pa. Legislative Committee

Paul G. Murray of the Murray & Son agency in Lancaster, Pa., has been named chairman of the house insurance committee of the Pennsylvania legislature.

Agents and brokers on the committee and the counties they represent are William E. Brown of Chester, Harry W. Naugle of Somerset, William G. Piper of Berks, Louis A. Pursley of Union, Reginald P. Stimmell of Lehigh, Herman B. Willaredt of Montgomery, and Charles J. Mills of Westmoreland.

Fire Damages Hartford Roman Catholic Church

Fire damaged St. Patrick's Roman Catholic church in Hartford. An early estimate placed the amount of loss at \$250,000, but his is regarded as being quite low, considering the cost of replacement. The church is insured.

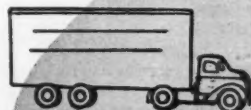
Shortly after this fire, St. Joseph's cathedral in Hartford was destroyed by fire at an estimated loss of \$5 million. It was insured for \$2,800,000, or 80% of its appraised value.

Offers Loss Courses

The school of insurance of Insurance Society of New York is offering four courses on phases of loss adjusting as part of its spring curriculum. They include liability and property, investigation and adjustment of casualty, principles of property loss adjustment, and business interruption loss adjusting. All classes meet in the evening.



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advises Robert W. Lambert (r) Flint, Michigan broker, shown here with Robert V. Winters (l), Manager of Prudential's Flint Agency, and Mr. Keith E. Bacon, owner-manager of Keb's Shoe Store in Flint.

"You get off to a better start when you can impress a life insurance prospect with your thorough understanding of his needs" says Bob Lambert. "And it's much easier to do this when you get help from Prudential's Brokerage Department in planning and presenting your proposal. Prudential has always

taken a very genuine interest in my problems. It was Prudential's Robert Winters who helped me sell a policy to Mr. Keith E. Bacon, owner and manager of Keb's Shoe Store.

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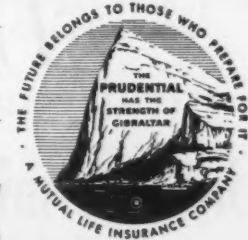
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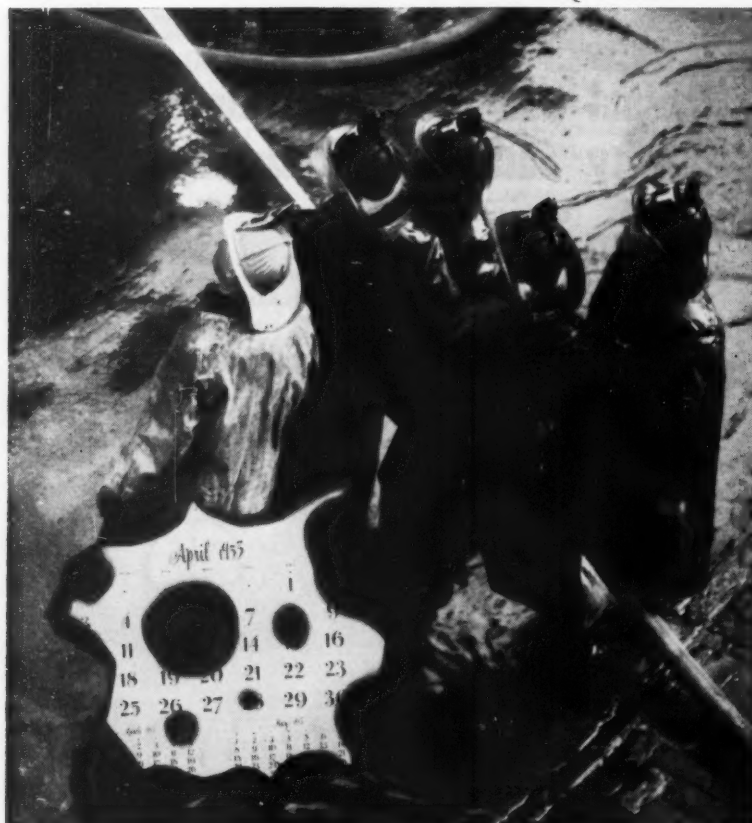
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Nebraska Church Fire Loss Set at \$250,000

Fire which destroyed Holy Trinity Episcopal church of Lincoln, Neb., caused an estimated \$250,000 loss. The rector, Rev. William Cross, said that the church was "insured to the limit of insurability."

The altar, valued at \$2,000, was saved when the fire circled around it. Bronze doors and the new organ, valued at \$31,000, were damaged beyond repair.

Magazine Recognizes Marsh & McLennan in U. N. Troop Coverage

Marsh & McLennan Inc. has been given recognition by the Jan. 14 edition of *Time* magazine for placing insurance on the 4,000-man United Nations police force in the Middle East against the hazards of war.

Describing the company as being "one of the world's biggest and most diversified industrial insurance brokers," *Time* reported that Marsh & McLennan arranged for Continental Casualty to write a \$25,000 accidental-death-and-dismemberment policy for each U. N. soldier, plus \$1,900,000 of war risk cover on each of three Swiss airline transports.

The story also traced President Hermon D. Smith's career, beginning in 1928 as an investment manager in Chicago, and noted his work of pioneering the company as trustee for union pension funds as well as his exploration into other new insurance fields.

Andrea Doria Sinking Claims Top \$100 Million

The combined total of damage claims lodged against the Italian and Swedish American steamship lines as a result of the crash that sank the luxury liner *Andrea Doria* has topped \$100 million. This was revealed by authorities conducting pre-trial hearings on the collision.

The Italian company has filed the largest claim, asking \$30 million from the Swedish American line, whose liner *Stockholm* rammed the *Andrea Doria* amidships, sinking her with a loss of 50 lives.

A number of the 2,100 claims filed, involving loss of life and property and personal injuries, overlap. Individuals have filed against both companies.

Totaling \$71.5 million, 950 claims have been filed against the Swedish American Line. The Italian line has received 1,150 claims amounting to \$45 million.

Michigan CPCU Chapter Elects Pierce President

Michigan CPCU chapter has elected M. J. Pierce, Standard Accident, president; Donald W. Dickman, Detroit Insurance Agency, vice-president; M. Paul Middlekauf Jr., Michigan Mutual, secretary, and Robert S. Anderson, General Underwriters of Detroit, treasurer. George L. Sullivan, Standard Accident, was elected to the board.

Cal. Agents to Hold Regionals Jan. 28-Feb. 8

California Assn. of Insurance Agents will hold its spring regional meetings Jan. 28-Feb. 8.

The meetings will again be of the three hour conference type, and will give members an opportunity of discussing important problems of the business.

Among the subjects to be discussed are state legislative activities, cost reductions, use of the new NAIA symbol materials in advertising, and membership. Association officials will discuss uninsured motorist coverage, including its relation to compulsory, agency management conference plans and committee projects.

Roger Chickering, vice-president, and Trev A. Burrow, executive secretary will conduct meetings in Santa Barbara, Los Angeles, Buena Park and San Diego. President James P. Bennett and James L. Watson, assistant executive secretary, will conduct meetings in Bakersfield, Fresno, Stockton, San Jose, and Watsonville. Meetings in Sacramento, Chico, Napa, Oakland and San Mateo will be led by William J. Hobin, secretary-treasurer and either Mr. Burrow or Mr. Watson.

Connecticut General Eases Rules on 10-24 Group

Connecticut General has adopted more liberal underwriting rules for its group special plan for businesses with 10 to 24 employees. Individual evidence of insurability no longer will be required in most cases.

A new A&S schedule has been added to provide a weekly benefit of \$42. This is in addition to the weekly benefits of \$21, \$28, and \$35 now offered.

Three different plans of hospital, surgical and medical benefits are available. All include a special accident provision which, during 90 days after an accident, pays up to \$300 in additional benefits for medical hospital, and surgical expenses not covered under the scheduled plan.

American Surety Names Eibling at Indianapolis

American Surety has appointed Charles I. Eibling assistant manager at Indianapolis. He joined the company in 1947, was named superintendent of casualty in 1955, after serving as office superintendent and special agent.

Stratton to Detroit

Richard Stratton has been appointed marine manager at Detroit by Atlantic group.

Froggatt & Co. Promotes Bair

Joseph Froggatt & Co. Inc., insurance accountants and auditors, have appointed Allan E. Bair Los Angeles manager to succeed K. P. Mackenzie, who has been transferred to New York.

Mr. Bair joined the company nine years ago and has been assistant manager at Los Angeles for five years.

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Caverly Retires as America Fore V-P

Raymond N. Caverly, vice-president of America Fore group, is retiring from active business under the group's retirement plan, at his own request. He will continue in an advisory capacity as counsel for the companies in connection with several important industry matters with which he has been closely associated. He will also continue as a member of the firm of Caverly, Diamond, Dwyer & Lawler, attorneys of record for the casualty department of the companies.

Mr. Caverly began with Aetna Life in 1910 and in 1913 became claims manager of Globe Indemnity at Minneapolis. In 1919 he transferred to Chicago in the same capacity. In 1920 he went to the home office of Globe as manager of the claims department. In 1924 he became counsel.

In 1931 he joined America Fore as a vice-president of Fidelity & Casualty, responsible for supervision of country-wide claims operations. In 1948 he was named vice-president of all the companies and in this capacity directed their combined claims activities. In 1955 he assumed enlarged responsibilities of general administration and consequently relinquished immediate supervision of the claims division. He has served in an advisory capacity since.

Mr. Caverly is vice-president of Insurance Society of New York. He has served on many committees of several bar associations and for several years was general chairman of the midyear meeting upstate of New York State Bar Assn. He has served on the National Board committee on laws, the legal committee of National Bureau of Casualty Underwriters, and the executive and claims advisory committees of Assn. of Casualty & Surety Companies. Last year he was chairman of the law committee of the latter association.

Recently he was honored at a dinner in New York by 28 judges and lawyers from over the country in recognition of his services to the legal profession.

Insurance Board of Summit County, (O.) has elected Thomas J. Amer president; Harold Lange vice-president; Carl Owens second vice-president, and Keith Ruffner and Evelyn Baker trustees.

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Inzerillo Head of Munich Re in U. S.

James Inzerillo has been elected president of Munich Management Corp., the U. S. manager of Munich Re. He has been vice-president of the corporation, and prior to joining the company was assistant secretary of American Mutual Re. Previously he was with Joseph Froggatt & Co. in Chicago.

Munich Re, which first established a branch in the U. S. in 1892, renewed operations in this country last year. The management firm's directors, in addition to head office executives of Munich Re, are Thomas O'Boyle of the New York law firm of Shearman & Sterling & Wright, chairman, W. A. Burriss, retired U. S. army general, Berkeley Gaynor, vice-president of J. P. Morgan & Co., James Nicely, vice-president First National City Bank of New York, Lothar Sudekum, U. S. manager of Union Re, and Mr. Inzerillo.

Clermont County Agents Hear Dauer on Advertising

Robert C. Dauer, assistant editor of *The Fire, Casualty & Surety Bulletins* outlined for Clermont County (O.) Assn. of Insurance Agents rules for successful agency advertising in a talk in Perintown.

"Willingness to spend the money necessary to carry out a successful advertising campaign is of prime importance," Mr. Dauer said. "However, it is equally important to know how much to spend and on which media to spend it." He described the recommendations and methods of insurance agents whose advertising programs have been particularly successful.

Mont. Governor Asks WC Increases, Modern Code

Gov. Aronson of Montana, in his legislative address, recommended improvements of the workmen's compensation act, including an increase in weekly benefits and addition of an industrial disease law. He also supported Commissioner Holmes in his urging of a modernization of the insurance code, asking for enabling legislation for this purpose together with an appropriation to cover the expenses.

N. Y. Insurance Society School to Fete Faculty

The school of insurance of Insurance Society of New York will hold the annual faculty dinner at Drug & Chemical Club in New York on Jan. 31. Dr. Hamden L. Forkner of Columbia university teachers college will be guest speaker.

Tells D. C. Agents of FIA

District of Columbia Assn. of Insurance Agents was addressed by Robert W. Batchelder, field manager of Factory Insurance Association, at the January meeting. The association named March 8 I-Day.

Michigan City Mutual has elected Walter Alsleben vice-president to succeed William Steinheiser who was named to the executive committee, and elected Charles W. Menke Jr. to the board to succeed William Netzel who retired after 50 years of service.



What! Insurance For Me?

Yes, insurance for you, Mr. Turkey and for the Mrs. too — insurance that can protect your owners against disaster. Right now many St. Paul agents are increasing their incomes and making friends of growers and feed dealers merely by suggesting turkey insurance.

Turkey commissions are putting a lot of meat on the table for active St. Paul agents. We've got some ammunition to help sell this trade — write for it.

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There's a right and a wrong way
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other kind of property insurance.

It's better, safer, and cheaper to
know in advance... before you have
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good insurance, solid protection.

One sure way to get the most for
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provides quality automobile
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The Home Indemnity Company, an affiliate, writes
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does more than stress the importance
to car owners of the right insurance...

It emphasizes equally that to get the best
protection, they must see the right man.

This ad tells them that the right man
is YOU. It tells them why. It can direct
good automobile business to your agency—
if you cooperate.

Another expert—ready to assist your
agency in any way he can—is your Home
fieldman. Just call on him.

Convention Dates

- Feb. 4, Insurance Economics Society of America, midyear, Drake hotel, Chicago.
Feb. 13, Oil Insurance Assn., annual, 175 W. Jackson Blvd., Chicago.
Feb. 20-22, Michigan Assn. of Insurance Agents, midyear, Statler hotel, Detroit.
Mar. 1-2, Tri-State Mutual Agents Assn., annual, Penn Harris hotel, Harrisburg, Pa.
Mar. 4-5, New Jersey Assn. of Insurance Agents, midyear, Berkeley-Cartaret hotel, Asbury Park.
Mar. 6-7, Fire Underwriters Assn. of the Pacific, annual, Sheraton-Palace hotel, San Francisco.
Mar. 7-9, National Assn. of Surety Bond Producers, annual, Mayflower hotel, Washington, D. C.
Mar. 10-14, National Assn. of Mutual Insurance Agents, midyear, Jung hotel, New Orleans.
Mar. 17-19, Eastern Agents Conference of NAIA, Statler hotel, Washington, D. C.
Mar. 20, American Marine Hull Insurance Syndicate, annual, Board room, 99 John street, New York City.
March 24-27, Southern Agents Conference, Jung hotel, New Orleans.
March 24-26, Midwest Agents Conference of NAIA, French Lick-Sheraton hotel, French Lick Springs, Ind.
Mar. 25, Rhode Island Assn. of Insurance Agents, mid-year, Sheraton-Biltmore hotel, Providence.
Apr. 3-4, National Assn. of Independent Insurers, workshop, Mark Hopkins hotel, San Francisco.
April 4-5, National Assn. of Casualty & Surety Agents, directors semi-annual, Ambassador hotel, Chicago.
April 7-9, Mutual Agents Assn. of New York, annual, Syracuse hotel, Syracuse.
April 11-12, Ohio Assn. of Mutual Insurance Agents, annual, Neil House hotel, Columbus.
Apr. 15-17, Iowa Assn. of Insurance Agents, annual, Savery hotel, Des Moines.
April 28-May 1, Chamber of Commerce, Insurance department, annual, Washington, D. C.
April 28-May 1, Colorado Insurers Assn., annual, Cosmopolitan hotel, Denver.
April 28-May 1, Rocky Mountain Territorial Conference of NAIA, annual, Cosmopolitan hotel, Denver.
May 1-5, National Assn. of Public Insurance Adjusters, annual, Saxony hotel, Miami Beach.
May 2, Midwestern Independent Statistical Service, annual, La Salle hotel, Chicago.
May 2-4, Louisiana Assn. of Insurance Agents, annual, Edgewater Gulf hotel, Edgewater Park, Miss.
May 2-4, North Carolina Assn. of Insurance Agents, annual, Carolina hotel, Pinehurst.
May 5-7, Alabama Assn. of Insurance Agents, annual, Battlehouse, Mobile.
May 5-7, New York State Assn. of Insurance Agents, annual, Syracuse hotel, Syracuse.
May 6-8, National Assn. of Independent Insurance Adjusters, annual, El Mirador hotel, Palm Springs, Cal.
May 7, Assn. of Casualty & Surety Companies, annual, Waldorf-Astoria hotel, New York City.
May 9, Surety Assn. of America, annual, Sheraton-Astor hotel, New York City.
May 10-11, Oklahoma Assn. of Insurance Agents, annual, Biltmore hotel, Oklahoma City.
May 16-17, Arkansas Assn. of Insurance Agents, annual, Arlington hotel, Hot Springs.
May 17-18, Texas Assn. of Insurance Agents, annual, Statler-Hilton hotel, Dallas.
May 20, Vermont Assn. of Insurance Agents, midyear, Woodstock Inn, Woodstock.
May 20-22, Georgia Assn. of Insurance Agents, annual, Bon Air hotel, Augusta.
May 20-22, Insurance Accounting & Statistical Assn., annual, Palmer House, Chicago.
May 20-24, National Fire Protection Assn., annual, Statler hotel, Los Angeles.
May 21, Society of Fire Protection Engineers, annual, Statler hotel, Los Angeles.
May 22, National Automobile Underwriters Assn., annual, Roosevelt hotel, New York City.
May 23, National Board of Fire Underwriters, annual, Commodore hotel, New York City.

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COMMENTS

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Contractor Credit Tests Analyzed for Bond Underwriters

Bond Underwriters Assn. of New York City heard contractor credit check methods discussed by William Larsen, vice-president of Federation Bank & Trust, at the January meeting.

Mr. Larsen said it is common knowledge that the construction business is a hazardous one in which big profits are to be made but in which, on the other hand, big losses may be suffered. A close study of the financial statement and the make-up of the contractor's organization is essential.

First required in the study, he said, are the last two fiscal and the current profit and loss statements, which indicate how the contractor's firm has been operated in the past. A schedule of work on hand is also studied, as are statements of claims against the contractor or claims being prosecuted against others, and any tort claims not fully insured. In addition, his bank interviews the firm's accountant to check for information that may not be included in the required statements.

A check of the make-up of the contracting firm is important. This includes such items as calibre of management and its performance ability, the firm's engineers, estimators, and superintendents, and the status of labor relations.

Another prime consideration is the firm's bond ability. The contractor is asked: "Is it a prime contract and are you required to furnish a bond? If so, do you require bonds from all subcontractors or just from those subs whose contracts are large and those whose bids are on the low side and are very

inviting but which raise a doubt as to the ability of the sub to complete it at his price?"

Mr. Larson said that in the past he has been approached by some surety companies to take over a contractor when they have been obliged to step in under their bond and where they wish to complete the contract, using the same contractor but under their guidance and direction.

In such cases, he said, either the surety or the bank advances the money, but the money is guaranteed by the surety. He said the bank is more or less reluctant in this time of tight money to go into such transactions, but there are instances where it has done so.

New Ill. Director Makes a Hit on First Appearance

Joseph S. Gerber, the new Illinois insurance director, made his first appearance in that role at a meeting last Friday of the Insurance Group of Union League Club of Chicago, and on all counts his debut was a success.

Mr. Gerber, who is in his early 40's, is a friendly personality and a good mixer. He is obviously interested in his new job and evidenced every indication of desiring to have a successful administration. Because he has not yet officially taken over his duties, he was in no position to comment on what changes he might make, if any. However, he is an experienced insurance man and an experienced department man. He is known to a good many of the industry people, both from his eight years with the Illinois department in the 1940's, and from his connection with the Illinois brokers.

Mr. Gerber appears to view his new job as a challenge, and he gives the impression that he will put forth a great deal of effort to meet it in the most satisfactory way.

Several of the speakers at the Union League luncheon expressed their optimism over the future course of insurance in Illinois as a result of Mr. Gerber's appointment. The new director indicated he was desirous of having an opportunity later on, after he has had a chance to try out the job, to come back and visit with the industry group and make a progress report.

The official family of the Detroit Assn. of Insurance Agents: From the left, Maurice L. Greer, secretary - manager; M. Robert O'P, president; John F. Cole Jr., vice-president, and C. M. Verbiest, treasurer.

The officers were installed last week by Commissioner Navarre of Michigan before a gathering of more than 250 members and guests. The outgoing president is Fred C. Esper, who presided.



A livestock underwriter inspecting his current claims is depicted in this spoof of insurance drawn by English cartoonist H. M. Bateman. It is the latest in a series calculated to cause a chuckle in the business on both sides of the Atlantic. Copies in color and suitable for framing may be had free from Stewart & Co., 116 John street, New York 38.



The new \$650,000 home office of Argonaut insurance group at Menlo Park, Cal., is a Monterey colonial structure providing 20,000 square feet of office space and off-street parking facilities. The building was officially opened Jan. 18 with President Harold A. Hatch, other company executives, civic dignitaries and insurance representatives on hand for the ceremonies.

Argonaut specializes in workmen's compensation, liability and group A&S. It began operations eight years ago as a WC specialty insurer for California only, and now writes in 14 states and Hawaii.

Morrison Sees Need to Readjust Fire Rates

Sam T. Morrison, Iowa City agent, is back home after a seige in the hospital of several months with a stomach ulcer. He has been advised by his physicians that he will live to pay the

large bill which he ran up during his stay in the hospital.

He writes that the fire companies do not appear to be making money. All of the material going into construction costs a great deal more and therefore fires losses cost a good deal more. While the large companies have enjoyed a vast increase in business, the increasing salary list and losses make the business difficult to put in the profit column.

Special agents that Mr. Morrison has known are leaving the business for other highly profitable positions, the like of which Mr. Morrison has never seen. He concludes that somehow or other rates will simply have to be re-adjusted.

Junior Life Values Subject of Talk by Travelers Attorney

"Junior Life Values as Shown by Court Cases" was the subject of an address given by James B. Hallett, attorney of Travelers, before a joint meeting of Connecticut CPCU and Hartford CLU chapters in New Haven.



Reader Matches "Stepped on by a Camel" Story

L. G. Gordner of Gordner Agency, Indianapolis, writes:

I have enjoyed reading THE NATIONAL UNDERWRITER for many years (since 1925). I have gained much useful knowledge in doing that and at the same time a great deal of pleasurable satisfaction.

As I read the Dec. 6 issue, however, I was particularly amused by the editorial "Stepped on by a Camel." It reminded me of a southern Indiana story. Many years ago Lockyear's Business College was formed in Evansville and the president of it was a Mr. Lockyear who was a one-armed man. He was a popular and interesting lecturer who made many talks in southern Indiana and I heard him tell this story on himself.

While he was standing on a corner waiting for a friend, a stranger walked up to him and said "Sir, if I may I would like to ask you how you lost that arm." Mr. Lockyear very graciously said that he'd be very happy to answer that question if the stranger would ask him no more questions and the inquirer said that he would not, so Mr. Lockyear told him that it had been bitten off.

I don't know whether Mr. Lockyear is still living but if he is, I'm sure that he would have enjoyed your editorial "Stepped on by a Camel."



Our Fieldmen Help Agents Sell Insurance to Value

Bob Daniels our fieldman in Western Massachusetts prepared a valuation estimate for Ridgley Brown of the Mullaney & Brown Agency in Gardner, Mass., which enabled them to increase the insurance on the home of one of their customers from \$20,000 to \$27,500. Since the client bought a Homeowners Policy, this automatically increased this coverage on contents from \$5,000 to \$11,000. Want another assist? Send for our "Replacement Cost Guide".



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RELIANCE INSURANCE COMPANY OF CANADA

ALL FORMS OF INSURANCE EXCEPT LIFE

Chicagoans Given Insurance Outlook at Luncheon

(CONTINUED FROM PAGE 1)

Beebe went on. He reiterated his theme that trust, understanding and cooperation are the prime need, adding that the choice of whether they will be achieved is entirely up to those within the business.

In his discussion of automobile problems, Mr. Mertz said that 1957 does not bring any new ones, only some of the old headaches with a few kickers added. There are internal squabbles—between stock, mutual, reciprocal and deviating companies—and rivalry between merchandising systems, plus "the leap-frog marathon of policy draftsmen trying to out-do each other with ever broader coverage."

Mr. Mertz referred to these controversies as the necessary growing pains of a dynamic industry, and said that factional disputes are overshadowed by graver problems, the most serious of which is how to make ends meet in the face of alarming increases in losses and expenses.

In 1956 the loss ratio on physical damage went up 10 points, and on PD about six points. BI is even worse with countrywide losses last year up, about five points, to put the insurers seven points in the red. The companies are dealing with life and death decisions in this field, Mr. Mertz commented. Deficits can become massive and unless an insurer can keep even with the loss trend he is in trouble. "The insurance graveyards are filled with the bones of optimistic liability underwriters."

General inflation is not the only cause of the BI trouble. It is aided by a frightening increase in damage awards which are now going so far as to include bonuses for intangible elements such as pain and suffering and emotional distress. Added to this is the broadening concept of liability on the part of judges and juries which is being taken advantage of by plaintiff's attorneys who teach the courts to set hardship on one side and insurance on the other.

Mr. Mertz mentioned the recent article in *Harper's* magazine on damage suits, pointing out that it is a spontaneous tirade by an indignant layman who served on the jury and was

shocked to discover how liberally the insurance money was doled out.

Larger court awards are being accompanied with larger settlements, and future prospects are even worse in view of the agitation for measures to handicap insurers further in resisting unjust or exorbitant claims, he said.

The average business man can increase his price as costs go up, in advance of a deficit, but the automobile insurers have been in recent years constantly in the red, and Mr. Mertz said this obviously must be corrected if disastrous consequences are to be avoided. The companies have an obligation to secure rates that are adequate to protect their solvency.

Aside from the rate issue, the chief concern in 1957 will be the possible spread of compulsory. "To those who think the frightful Massachusetts experience arose from peculiar quirks in their law, I say: Look at New York. There we are already seeing demands for legislative rate investigations, pressure for forcing companies to take undesirable risks, and proposals to make all policies absolute. On top of it all, just last week the supposedly 'model' New York compulsory law was labeled 'inadequate' by Gov. Harriman, who demanded legislation, including an indemnification fund, to plug its gaps."

The growing threat of compulsory, Mr. Mertz noted, points up the importance of the introduction of uninsured motorist coverages. The initiative goes to the agents to sell this coverage.

Mr. Mertz remarked "it is a shame that introduction of UM took place with something less than 100% industry support." There has been public criticism of it from those in the business, but he said this should not dissuade agents from marketing it proudly as a fine product of industry efforts. Abstract objections can be made to UM, "but they are as nothing compared with the evil consequences of compulsory insurance."

UM gives the agent an opportunity to renew contact with his policyholders and demonstrate once more than insurance can come up with the voluntary answer to a perplexing social problem. At the same time, the availability of UM should take the pressure off legislators and ought to give insurance a moratorium from drastic legislation in the uninsured motorist field. "There is certainly no need for impulsive legislative action to cover situations where more-than-adequate insurance protection is available, as here, at extremely nominal cost."

"The outlook for accident and health insurance in 1956 can be summed up in one word, 'amazing,'" Mr. Hanna declared. He said he would qualify that prediction only by saying the problems the industry faces during 1957 are more formidable than any faced before.

After reviewing the tremendous growth of the A&S business since 1940 to an estimated premium income in 1956 of about \$3,250,000,000 (a 460% gain in the last 15 years alone), coupled with a gain in quality of coverage with more companies writing better policies with better underwriting and better claim service and satisfaction, Mr. Hanna said there are still those, "both in and out of government," who say the voluntary approach is not ade-



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Victor Montgomery, President
HOME OFFICE: LOS ANGELES

MEMBER, WESTERN INSURANCE INFORMATION SERVICE

quate and who advocate government entry into the business, through socialized medicine, social security, compulsory cash sickness, government subsidy or by other means, with even the present federal administration exhorting the industry to extend and expand coverages and searching for legislative means to encourage it.

On top of this is a threat of federal regulation through the efforts of the Federal Trade Commission, a matter that is of importance to all fields of insurance.

But, Mr. Hanna said, "regardless of future legal or regulatory developments, I feel that accident and health advertising generally is conducted on a most accurate and ethical plane. No company wants to have its advertising criticized, whether by its trade association, by its competitors, the state insurance commissioners or the FTC. Without deciding whether advertising used in 1953 and before was or was not misleading, I believe that advertising today is generally completely above any possible criticism."

Mr. Arrington, who is chairman of the revenue committee of the Illinois senate, cautioned the insurance men not to be too optimistic over what can be accomplished to halt unfavorable legislation or to gain ground through their own influence.

By and large, he remarked, legislators are anti-insurance minded, especially the lawyers. This is a real problem on both the state and federal levels. Legislation in the states that for years has been introduced but has had trouble getting out of committee will make its way to the floor in the future, Mr. Arrington said, because many of the new legislators are not familiar with the problems inherent

in some of the solutions presented to meet such issues as non-occupational disability or uninsured motorists.

These measures may have to be argued out on the floor on their merits, and when that happens the direction the bill will take is unknown. He mentioned that two years ago the compulsory disability bill in Illinois was on the floor and the proponents were given a chance to have their say and their arguments turned out to be weightless. That put an end to the consideration, but the bill has been introduced ever since and will probably come up again.

Compulsory automobile insurance has not been considered on its merits, and many members of the legislature are of the opinion, without background information, that it is a good idea. The uninsured motorist endorsement, however, may, as Mr. Mertz said, take some of the heat off of this controversial problem, Mr. Arrington remarked.

A. N. Guertin, in his discussion of the life insurance outlook, noted that 1956 eclipsed all previous records, with insurance in force up 12%, new business up 12%, premiums up 6% and total in force of \$415 billion. Business is basking in increased interest rates. He said tight money is good for the life insurance business and is good for many other facets of the economy as well.

Life insurance companies have held their own in relation to the expanding economy, Mr. Guertin said, with disposable income at about the level of previous years. Business has recognized improvement in mortality and in the rate of interest on new investments as they operate on the cost of insurance for both participating and non-participating forms.

Complete Program for HIA Group Parley at Chicago

The program has been completed for the first group insurance forum of Health Insurance Assn. at the Drake hotel, Chicago, Feb. 4-6.

Registration will begin Sunday afternoon, Feb. 3, and the detailed program, beginning Monday morning is:

Monday, Feb. 4

9:45 a.m.—General session, R. C. Knoblock, Washington National, presiding. Introductory remarks by J. E. Helligren, Lumbermen's Mutual Casualty, chairman of HIA group committee. Resume of HIA activities during 1956-57 by E. J. Faulkner, Woodmen Accident & Life, president of HIA. Report from Washington by Robert R. Neal, general manager of HIA. Report on current health insurance picture in Canada by Bruce R. Power, Canadian Life Insurance Officers Assn. Talk on the group business in 1957 by C. Manton Eddy, Connecticut General Life.

12:30 p.m.—Annual group luncheon, Richard J. Jones, Pilot Life, presiding. Speaker, Harry Stuhldreher, U. S. Steel Corp.

2:30 p.m.—General session, with J. B. Donnelly, Pan-American Life, presiding. "Building Public Relations" by Holgar Johnson, president of Institute of Life Insurance. Panel on comprehensive major medical expense with Ray McCullough, Equitable Society; Joseph Moran, New York Life, and Gordon N. Farquhar, Aetna Life, participating.

5:30 p.m.—Reception

Tuesday, Feb. 5

8 a.m. to 10:30 a.m.—Breakfast workshop sessions. Topics and moderators are:

Trade association group, Sherman M. Jensen, American United Life.

Professional association group, Robert S. Finley, Washington National.

Coverage on retired employees and rural coverage, R. F. Froehlike, Hardware Mutual Casualty.

Group reserve considerations, Harold V. Lyons, State Mutual Life.

Streamlining administrative processes, Hugh

F. Hughes, Nationwide Mutual.

Controlling the cost of health insurance, L. A. Orsini, assistant director of information and research of HIA.

School insurance, Robert E. Warren, Security Life & Accident.

Group health conversions, C. M. Barricklow, Business Men's Assurance.

Credit group A&S, Kenneth D. Saunders, Continental Casualty.

Present trends in group underwriting, Fred W. Clark, Lincoln National Life.

10:45 a.m.—General session with Mr. Knoblock presiding. "Let the Buyer Beware" by S. P. Hutchison, Washington National. A talk on the impact of federal interest on welfare funds by C. H. Tookey, Occidental Life of California.

12:30 p.m.—Informal buffet luncheon.

2:15 p.m.—General session with Loring P. Gillespie, Fireman's Fund, presiding. Panel on small group business, the new look, with F. T. Googins Jr., Massachusetts Mutual Life; George I. Hilliard, North American Life & Casualty, and D. E. Watts, Confederation Life, participating. Panel on sales promotion with Paul Troth, New York Life; Charles R. Corcoran, Equitable Society, and James T. McCrystal, Home Life, participating.

Wednesday, Feb. 6

8 a.m. to 10:30 a.m.—Repeat performances of the breakfast workshop sessions.

10:45 a.m.—General session with Charles G. Hill, Massachusetts Mutual Life, presiding. A question and answer period with a panel consisting of John W. Crews, Benefit Assn. of Railway Employees; Emil E. Brill, General American Life; Herbert J. Stark, Metropolitan Life; George H. Hipp, Liberty Life, and Edwin A. Erickson, Nationwide Mutual, participating.

Indiana CPCU Elects John Phelan President

John D. Phelan, vice-president of American States, has been elected president of the Indiana chapter of CPCU. Richard K. Fowler, manager of the inland marine-multiple peril department of Indiana Lumbermen's Mutual, is the new vice-president, and Mark Gray, an attorney with Armstrong, Gause, Hudson, & Kightlinger was reelected secretary-treasurer. Gayle E. Richardson is the outgoing president.

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America Fore Has Underwriting Loss, Asset Gain

(CONTINUED FROM PAGE 1)

of 58.08, expense ratio to written premiums of 45.34, and an increase in unearned premium reserve of \$1,557,163. The underwriting loss compares with a profit of \$2,231,451 for 1955. Net investment income was \$11,628,965.

Fidelity-Phenix had premiums of \$50,852,866, a decrease of \$552,132, loss ratio to earned premiums of 61.49, expense ratio to written premiums of 44.20, and an increase in unearned premium reserve of \$2,275,319. The underwriting loss compares with a profit of \$1,660,625. Net investment income was \$9,875,712.

Niagara wrote premiums of \$34,868,491, a decrease of \$1,104,326, a loss ratio to earned premiums of 56.77, expense ratio to earned premiums of 48.52, and increase in unearned premium reserve of \$1,238,653. The underwriting loss compares with a loss of \$145,662 for 1955. Net investment income was \$6,375,729.

Fidelity & Casualty premiums were \$121,912,859, an increase of \$3,994,863. The loss ratio to earned premiums was 63.49, expense ratio to written premiums was 37.60, and the increase in unearned premium reserve was \$2,653,756. The underwriting loss compares with a loss of \$2,499,945 in 1955. Net investment income was \$7,371,338.

The annual report to stockholders points out property and casualty coverages usually produce surprises in one or more departments from year to year. But seldom if ever before has there been a year during which so many kinds of insurance have produced so many unexpected occurrences. These include crashes of two modern airliners in the Grand Canyon, collision of the *Andrea Doria* and *Stockholm*, stoppage of the Suez Canal by several sinkings, the burning and explosion of a Brooklyn waterfront pier, and the spectacular fires burning in the Los Angeles area at the end of the year. Also throughout the country fire losses occurred with increasing frequency and severity.

Underwriting experience on farm and hail writings were unprofitable because of unusually severe storms throughout the crop growing regions of the U. S. and Canada as well as an unusual number of hail and wind storms which struck widely separated cities.

Fidelity & Casualty operations were unprofitable. Primary offender again was the automobile bodily injury. The insurance business sought effective answers to this serious national problem, the report stated, but unfortunately, it shows no encouraging signs of yielding to current treatments. It is not unreasonable to assume that the traffic record would be worse than at present in the absence of any of the existing efforts at control. Some hopeful developments have occurred dur-

ing the past year, the report said, when Congress enacted and the President signed the federal-aid highway act.

During 1957 underwriting results will continue to be disappointing on business presently on the books, which is inadequately rated. But, the report adds, rate increases are only a partial answer. Wherever property coverages are involved, the present rate levels would be more productive were owners to bring coverages they carry into line with the current replacement costs.

Few of the ills with which underwriters are plagued today present problems unique in the history of the business, the report states. They will be solved by the application of those basic remedies which have proved effective in the past. Extended research as to causes of accidents and losses, intensified engineering as to accident and loss prevention, proper pricing of insurance, close cost control and prudent underwriting are some of the principal time-tested ingredients of such remedies.

San Diego Managers Elect Rocha President

Casualty Managers & Underwriters Assn. of San Diego has elected Al Rocha, local agent of San Diego, president; John Combes, Ohio Farmers, vice-president; James D. Kelly, Canadian Indemnity, secretary-treasurer; Carl Sharratt, Glens Falls, senior director, and John D. Harrison, Fireman's Fund group, junior director. Officers were installed at the January meeting.

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Risjord, Terbell Explain Family Auto Policy

(CONTINUED FROM PAGE 9)

whether a police car or other private passenger type emergency vehicle is a non-owned private passenger auto within the policy definition. The primary intent of the question was whether a policeman who is the named insured under a family auto policy would be regarded as covered if he has an accident when driving a police car.

Mr. Terbell said the police car would fall within the definition of a non-owned auto and that the car would be a private passenger automobile within the meaning of the policy. He pointed out that exclusion F provides that coverage does not apply to non-owned autos used in the insured's business, except a private passenger auto operated or occupied by the named insured. Mr. Terbell therefore felt, and Mr. Risjord agreed, that the policeman would be covered.

Mr. Terbell recommended, however, that when policies are issued to policemen, firemen, and other public servants having duties requiring use of emergency vehicles, an endorsement should be attached specifically excluding coverage to the named insured when he operates or occupies a non-owned private passenger type emergency vehicle. He also suggested that some arrangement could be made whereby an additional charge could be made to insured desiring this coverage.

V. E. Howard Elected a V-P of Industrial Indemnity

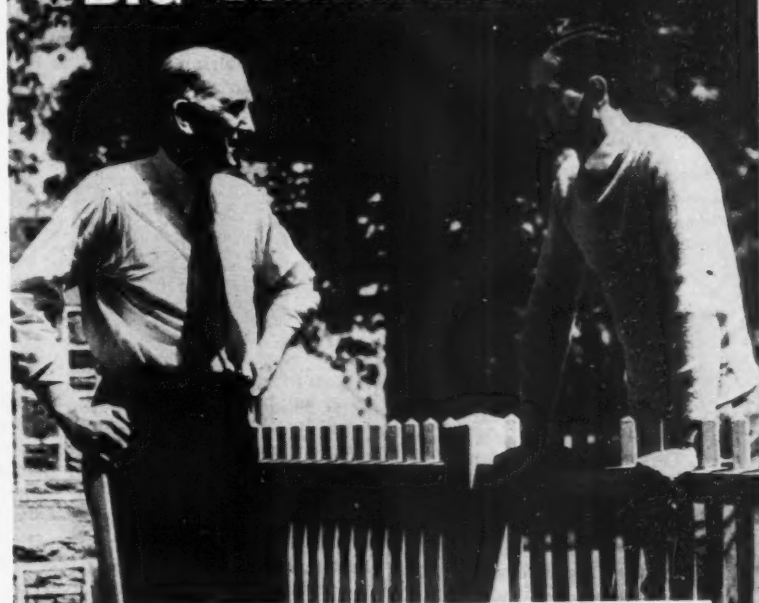
Volney E. Howard Jr., who has been manager at San Francisco for Industrial Indemnity, has been elected a vice-president. He has been in insurance since 1935 when he started with Marsh & McLennan. In his new capacity he will continue to direct the division which includes northern California, Idaho, Utah and Washington.

Babaco in Baltimore

President Jack Seide of Babaco Alarm Systems reports his company has opened a new truck alarm installation and service agency at Anderson's Garage, 1001 North Chester street, in Baltimore. Paul M. Anderson is manager.

Oscar E. Voetli, vice-president and general manager of Imperial Casualty & Indemnity of Omaha, has been elected a director of the company.

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MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—99 John Street, Room 2420, Tel. Beekman 3-3958. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. J.—10 Commerce Ct., Tel. Mitchell 2-1306. John F. McCormick, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad St. Room 1027, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

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EDITORIAL COMMENT

One Word Is Worth 10,000 Pictures

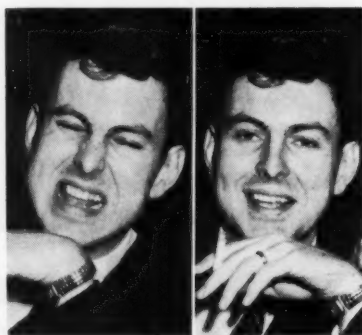
We have committed our share of framicides, and among the victims have been men of real prominence. Framicide means flubbing the framing while taking a picture. The horizontal framicide cuts off the object's head at the hairline, or, if he is bald, at a point anywhere above the eyebrows. The vertical framicide removes an ear, or the medulla oblongata, or both, and produces a half head. In either case, the man of prominence shows up in the picture print without all his brains, which places him in the same class as the photographer.



This brings us to the observation that more pictures are being taken in the insurance business than ever before, and insurance papers are getting more pictures submitted for publication.

A good picture is worth 10,000 words, and we are glad to get it, but a poor photograph is worth .0001 words, and we wish we did not have to throw it away—which disappoints us and bruises the amour propre of the sender.

For ready acceptance by a newspaper or magazine, a picture has to meet more standards than a news story. It has to reflect technical competence as well as deal with a situation of news value. Not every picture is worth 10,000 words, only a good picture. Unfortunately, more pictures are bad than are good. However, there is



this difference between a news story and a photograph. The editor can edit the news story and get it in shape to print; but he can't edit a picture. It is either good or bad when it reaches his desk, and if it is bad, there are two things he can do with it, send it back or throw it away.

Consequently, if those who spend money to have pictures taken, or themselves go to the expense of time and effort to take pictures which they seek to have published, want to succeed more often than they fail, there are several rules, positive and negative, which will help them attain their objective. It does not solve the problem simply to turn the job over to a commercial photographer. He will generally have the correct focus, the proper lighting, and his subject in frame. But he needs guidance on subject matter and aid in arranging for the picture at the proper time and under the proper circumstances.

Nothing serves to illustrate quite so much what is important in the business, people. Here, perhaps more than in many other fields, the most acceptable photographic subject is people. Consequently, one of the first rules in getting a picture that will appeal to readers of an insurance magazine is to avoid a "sea of faces." If there are very many more than a half a dozen persons in the photograph, by the time the faces are reduced by the picture and are reduced again by the



engraving process, these important personages are diminished to pin-head caliber in a vast ocean of ink. Not even mother, let alone grandmother, would recognize any one of them.

Another rule is to get close to the subject matter. In addition to holding down the maximum number of persons to six or less, avoid like the plague the photographing of vast acres of white tablecloth. This is a favorite practice at banquets. White tablecloth is highly uninteresting to readers of any magazine. Here again it is the people who count, and it is their faces which are important, not hotel napery and glassware.

Be careful of busy backgrounds. Bright green spears of palms against a chartreuse sky makes an attractive wall covering but a dreadful background for taking a picture of people. More often than not the result is a triangle growing out of a man's ear. Or the backgrounds may be half dark and half light so that the picture, essentially a silhouette, which needs contrast and silhouette, is half a face. The picture should be taken against a neutral background, preferably one that is light and reflective, rather than light absorbent.

It is best, of course, to use a flash that is not fixed to the camera, that can be triggered away from the lens so that the resulting exposure does not produce a flat flash face without shadows or depth.

The figures in the picture should be parallel with the lens and at substantially the same distance. In taking "rows" of persons, in a close shot, if some of the faces are a foot or two behind others, even though in view, some will be in clear focus and others not. This can often be avoided by hav-

ing two or three persons sitting and two or three standing immediately behind but with their faces almost the same distance from the camera. This kind of grouping also avoids the monotony of the "straight across" arrangement, which is the most common one.

An error which is rather common to amateur photographers is to stand too far away from the subject. The



frame should be full of the subject. Beware of framicide. But it is also poor technique to stand 10 feet from the subject, when you can get four feet closer and still have the subject completely in the frame. This will develop more detail, give more reality and produce a finer photograph. This is an error which is frequently committed, even by commercial photographers, when taking pictures of men speaking with a lectern in front of them. Getting close to the subject is particularly important when photographing informal groups, where it is not always possible to arrange persons with the same precision one might use on a still life.

There are other types of pictures besides those of people which make good subject matter for publication, such as home office buildings, wrecks, fires, the devastation created by a hurricane, a stricken ship, etc.

Here the general rules of good picture taking apply. In the case of home offices, there should be some reference such as persons or automobiles to give the viewer an idea of size. On all such subject matter, the need for silhouette and contrast should be observed in order to carry over into the engraving and on to the printed page as much of the drama of the subject as possible.

Yet it can be said generally that people are the important subjects, and of them the face is the significant part. There recently was submitted a photograph of a group standing in rows facing a podium on which in the far distance a figure had an arm—at least it looked like an arm—raised. In the foreground the figures were vertical units with slight vestiges of faces in the region of the chin. The really prominent subject matter of the photo, however, and the one which would stand out in an engraving reproduced on paper, was rows of rumps.

Because engravings cost money, an editor has to use judgment in scheduling pictures to run. Obviously, he cannot publish cuts of everyone of the more than one million persons engaged in the business. Pictures are judged on



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their news value as well as on their technical competence. But magazines are using more photographs today, both of persons and of other objects. If there are more poor pictures than there are good pictures, it is also true that more good pictures are being produced today than ever before, many of them by amateurs who understand the technical steps involved in producing a good photograph.



PERSONALS

C. Fred Ritter of Middletown, president of New York State Assn. of Insurance Agents, and Mrs. Ethel Youngs of Middletown were married there. Mr. Ritter, past president of New York State Assn. of Real Estate Boards, has been in the insurance and real estate business in Middletown since 1924. He was chairman of the fifty year celebration of Middletown as a city.

Mrs. Ritter has been with Orange county community college in charge of public relations.

John P. Sullivan newly elected vice-president of Hanover and Fulton Fire, formerly was vice-president of Marine Midland Trust, assistant vice-president of Marine Midland Corp., and chairman of its investment management and research committee.



John P. Sullivan

Dexter M. Ferry Jr., chairman of Standard Accident and Planet, celebrated his 50th year as a director of the companies at a reception at the Detroit Club Jan. 16. Directors and officers of the companies and several intimate friends gathered to honor Mr. Ferry at a surprise party. Tribute was paid to his many years of leadership. The high esteem in which Mr. Ferry is held by his colleagues was evident at the gathering.

Mr. Ferry, son of the founder and first president of the companies, then known as Standard Life & Accident, became a director in 1907, and later that year was elected vice-president.

In 1925, following the death of President Lem W. Bowen, he became the third president of the companies. He relinquished that office in 1936 to assume the chairmanship.

Besides his long standing association with Standard Accident, Mr. Ferry is also chairman of Ferry-Morse Seed Co. and a director of Michigan F.&M. He is a director of Detroit Institute of Arts, a past president of Michigan board of education, and was for many years councilman and mayor of Grosse Pointe, Mich.

Gilbert L. Kerr, vice-president of America Fore group, was honored by 175 fellow officials and associates at a dinner held at Drug & Chemical Club in New York. Mr. Kerr joined America Fore as assistant superintendent in the automobile department of Fidelity & Casualty in 1932, was named superintendent in 1936, secretary in 1941, and secretary of the group in 1946. He was elected to his present post in 1948. He has been in insurance since 1913. The dinner marked his entry into Old Guard, composed of America Fore 25-year employees.

V. J. Skutt, president of Mutual Benefit H.&A., was honored at a surprise luncheon by all the officers of the company, as well as those of United Benefit Life. The luncheon was a congratulatory affair to recognize Mr. Skutt's 33rd anniversary with Mutual of Omaha. N. Murray Longworth, president of United Benefit, acted as host and master of ceremonies.

Commissioner Sheehan of Minnesota has been given one of the most interesting assignments in St. Paul's winter carnival which opens the last week in January. He was named chairman of the committee to pick the blanket (bouncing) girl, one of the traditional features of the carnival. The girl chosen will be tossed into the air from a blanket along the route of the carnival parades.

DEATHS

HOMER W. DRUM, comptroller of the Alfred Paull & Son general agency of Wheeling, W. Va., died. He had been comptroller of the general agency for 25 years.

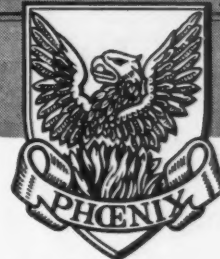
EDWARD L. WILLIAMS, former head of Insurance Executives Assn., predecessor organization of American Insurance Assn., died in Madrid, Spain, of coronary thrombosis. He was former director of the U. S. operations mission in that country. He had lived in Spain since he resigned that post in 1955.

A former New York lawyer, Mr. Williams was called in to head Insurance Executives Assn. in 1943 when the

175th Anniversary Year

1782

1957



Seven Quarter-Centuries of Protection

This year, the Phoenix of London Group celebrates the 175th anniversary of its parent company's incorporation. For more than six of these seven quarter-centuries, the Phoenix of London Group has been an integral part of United States history.

In 1804, in the infancy of our Country, Phoenix of London issued its first policy in the United States. Young America was in a period of rapid expansion, sending its roots westward, establishing new boundaries through the Louisiana Purchase. And Phoenix of London shared the excitement, the responsibility, the growing pains, of the vital young Republic. It met protection needs vigorously and with foresight . . . growing and expanding with the Country.

By solving many of the protection problems of the new Nation, Phoenix of London gained a deep understanding of America's insurance requirements, which has matured with the years.

This understanding has enabled Phoenix of London Group to meet the needs of agents and policyholders with a wealth of invaluable experience combined with the same vigor, the same foresight, displayed in America's infancy.

Phoenix of London GROUP

55 FIFTH AVENUE • NEW YORK 3, NEW YORK

PHOENIX ASSURANCE COMPANY OF NEW YORK
LONDON GUARANTEE & ACCIDENT COMPANY, LTD.
THE UNION MARINE & GENERAL INSURANCE
COMPANY, LTD.

REINSURANCE

AMERICAN^{AN} FOREIGN MARKETS

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TREATY
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THE
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INSURANCE COMPANY LIMITED

UNITED STATES HEAD OFFICE
SINCE 1875
SAN FRANCISCO

MULTIPLE LINES

NIGHTMARE... ON TWO WHEELS

An important client wants coverage on Junior's motor-scooter. He doesn't want excuses . . . just insurance. And if he doesn't get what he wants there is a distinct possibility that he will take his business somewhere else.

It's a common problem these days . . . but one that Illinois R. B. Jones can answer quickly and efficiently. That's because Illinois R. B. Jones has unmatched facilities for placing coverage on motor-scooters, motor bikes and motorcycles.

If the two-wheel trade is giving you nightmares, call on the well known services of Illinois R. B. Jones.

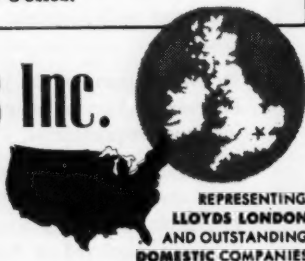
Illinois R. B. Jones Inc.

175 W. Jackson Blvd., Chicago 4, Ill.

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William E. Lersch, Vice-President



Underwriting Specialists

**FIDELITY and SURETY
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**INSURANCE CONTRACTS
FOR UNUSUAL NEEDS**

SEABOARD SURETY COMPANY

100 WILLIAM STREET, NEW YORK 38

WIttichell 3-7440

FIELD

St. Louis Blue Goose Plans Dance, Initiation

St. Louis Blue Goose heard R. H. Herter, district representative of Airmen, discuss and demonstrate counterattacks at its January meeting.

Plans were made for a dinner dance Feb. 12 and for initiation ceremonies to be held at the annual meeting in May in conjunction with election of officers.

Ohio Farmers Appoints Heltzel Special Agent

Ohio Farmers has appointed J. Robert Heltzel special agent in northeast Ohio, with headquarters at Akron.

Mr. Heltzel recently completed training in the home office automobile and casualty department. He will be under the supervision of State Agent James Work.

Name Pfenninger Peerless H. O. Representative in Ky.

Peerless has appointed Henry C. Pfenninger home office representative in Kentucky with offices at Louisville.

Mr. Pfenninger has been an underwriter with Security of New Haven and state agent in Kentucky for Sun.

Gulf Names Hash, Dunn to Texas Field Posts

Gulf has transferred Special Agent Henry B. Hash to the Rio Grande valley field with offices in McAllen, Tex., and has appointed Jimmy C. Dunn special agent for northeast Texas to succeed him.

Mr. Hash joined Gulf in 1951 and was assigned to northeast Texas in 1956.

Mr. Dunn joined Gulf in 1954 and has completed the company's special agent training program.

Standard Accident Names Rafferty to N. Y. Field

Standard Accident and Planet have named William J. Rafferty field representative for Westchester, Putnam and Rockland counties, N.Y., and Fairfield county, Conn.

Mr. Rafferty joined the group in 1939. After attending the company's training school, he served as field representative and auto underwriter. Since 1951 he has been assistant manager of the casualty underwriting department at New York.

Royal-Globe Promotes Woll, Miles in Mich.

Jack Woll Jr., special agent of Royal-Globe in Traverse City, Mich., has been promoted to state agent and transferred to Grand Rapids. Donald A. Miles has been promoted to state agent and will succeed Mr. Woll.

Mr. Woll joined Royal-Globe in 1951, and previously was a special agent in Detroit and Grand Rapids. Mr. Miles, formerly a special agent in Cleveland and Toledo, will be assisted by State Agent John V. Clements.

Ad Lists Wrong State

In the classified advertising columns of THE NATIONAL UNDERWRITER last week there appeared an item headed "Fire Field Man in Ohio" in behalf of Providence Washington. This was incorrect. Providence Washington is seeking a field man in Illinois, and is not in need of assistance in Ohio where Merwin E. Buelow at Cleveland, and Howard R. Underwood at Columbus have the state well in hand.

A & S

O'Leary Joins Health Insurance Institute

Arthur E. O'Leary, associate editor of Eastern Underwriter for three years, has joined the staff of Health Insurance Institute.

Prior to joining the insurance trade newspaper, where he worked in the A&S, casualty and surety departments at New York, Mr. O'Leary served with the navy during the Korean war as a public relations specialist attached to the air arm.

A. E. Stoddard Named C. C. Criss Award Judge

Arthur E. Stoddard, president of Union Pacific Railroad Co., has been appointed to the board of judges for the Mutual Benefit H&A. Criss award. The board of judges is headed by Dr. Charles W. Mayo of the Mayo Clinic. The Criss award is given for outstanding contributions in the field of health and safety. It consists of a gold medal and a cash award of \$10,000. Dr. Jonas Salk was the recipient in 1956 for his development of a polio vaccine.

The award was established several years ago in honor of the late Dr. C. C. Criss, founder of Mutual of Omaha. Other judges for 1957 are Henry Ford II; Ned Dearborn, president of National Safety Council; Lt. Gen. (Ret.) James H. Doolittle, vice-president of Shell Oil Co.; Dr. Elmer Hess, past president of American Medical Assn.; Irene Dunne, actress, and Paul Martin, minister of national health and welfare for Canada.

Illinois A&S Underwriters Hear Management Views

Jerome F. Kutak, president and general counsel of Guarantee Reserve Life of Hammond, was speaker at the January meeting of Illinois A&S Underwriters Forum. He spoke before a group of 40 on the topic, "Underwriting Viewed by Management."

Students to Get Low-Cost Cover

University of Nebraska students and dependents will get voluntary low-cost insurance beginning this spring. Ben Loudon, university personnel and information officer, said the plan would cover 100% of possible medical expenses.

The plan, which will be administered through the university health center by Mutual Benefit Health & Accident, is designed for students who are not included in family insurance plans.

Northwest Wisconsin Assn. of A&H Underwriters aided the Red Cross in recruiting and registering blood donors for a bloodmobile visit in Eau Claire, Wis.

Service Guide

The LAWRENCE WILSON COMPANY
Managing General Agents
"Unexcelled Insurance Facilities"
SERVICE TO LOCAL AGENTS
AND BROKERS EXCLUSIVELY
First National Bank Bldg., Tulsa 3, Okla.

ROBERT I. BUSHNELL
Consultant to
Insurance Companies
MULTIPLE LINE COORDINATION
Hayden Hill Road Fairfield Connecticut
CLearwater 9-8832

Flurry of Insurance Bills in Indiana, but No Compulsory Yet

The first week of the Indiana legislature produced a small flurry of insurance bills, but no major action. Rep. Wright, Republican, Winchester, had indicated he would introduce a compulsory auto insurance law, based on the New York legislation, but by week's end his bill was not yet in the hopper.

The chief action of the house insurance committee presided over by Richard Fishing, a local agent from Fort Wayne, was to postpone indefinitely action on a bill which sought to require domestic fire companies to pay the state fire marshal's tax. Indefinite postponement is virtually tantamount to defeat. The present Indiana law collects the tax for the fire marshal funds from out-of-state insurers but exempts local companies.

Three bills seeking to eliminate the \$15,000 wrongful death limit have been introduced so far. Twin bills seeking to amend the workmen's compensation and occupational diseases statutes to provide \$500 for burial and \$500 for other death expenses were started on their way through the senate. One bill with insurance ramifications that is making good progress proposes to hold parents responsible for their children's vandalism. This was reported "do pass," and will enable property owners to collect up to \$500 for damages.

UJF Bill in Md., House Passes Compulsory Bill

A bill has been introduced in the Maryland legislature by five senators that would establish an unsatisfied judgment fund. It would require an \$8 fee from uninsured motorists at time of automobile registration, beginning in 1958, plus a \$1 fee from insured motorists, and one-half of 1% of automobile written premiums by insurers. This is the pattern of the New Jersey UJF.

In the meantime, the Maryland house has passed the compulsory bill as recommended by the legislative council. A hearing was scheduled to be held this week on this measure before the senate judiciary committee.

Compulsory Auto Bills in Ohio and Nebraska

A compulsory automobile insurance bill has been introduced in the Ohio legislature, and another bill has been put in to permit association group coverage on executives and employees of chambers of commerce.

Compulsory has also been introduced in Nebraska calling for 5/10/1 limits and putting the legislature on record as expressing "grave concern that motorists shall be financially able to respond in damages for their negligent acts."

Mich. Advisory Unit Meets

LANSING—Michigan's special all-industry advisory committee, created more than a year ago by Commissioner Navarre, met during the past week for a general discussion of legislative matters. No definite decisions were reached relative to sponsorship of proposed legislation and it was agreed that a later session will be held at the call of the chairman, John Panchuk, Federal Life & Casualty. It was brought out that the department may seek changes in the existing fee schedule for licenses, examinations, and miscellaneous services.

Hawkeye-Security Names Wegener

Hawkeye-Security has appointed Fred Wegener assistant automobile manager in the eastern division in New York city.

Outgoing Wash. Governor Suggests Abolishing Insurance Department

OLYMPIA—Arthur B. Langlie on leaving office as governor, prior to the inauguration of his successor, declared the state would be better governed if a number of state offices were eliminated. He especially singled out the office of insurance commissioner presided over during the past 24 years by William A. Sullivan. He deplored the tendency to set up boards and commissions dealing with state affairs which are independent of the governor's office.

Acme County Mutual Not in Conservatorship

THE NATIONAL UNDERWRITER in its Jan. 10 issue incorrectly reported that Acme County Mutual of San Antonio had been put into conservatorship by Texas board of insurance commissioners. Acme County Mutual's attorney contended the board was in error in requiring it to have \$300,000 in funds represented by certain types of bonds and stocks, holding that the law required only \$150,000, a figure Acme County was prepared to show it had on hand.

Acme County Mutual argued that if the board would agree the law required \$150,000, any other requirement the board had in mind could be satisfied, and left the matter to the discretion of the commissioners. The board decided to stick by the \$300,000 and ordered a conservatorship which Acme County Mutual immediately appealed in district court and the order has been stayed pending a court decision.

There was no interruption at any time in the operations of Acme County Mutual and the company is still doing business.

FIRE FIELDMAN IN ILLINOIS

Old established Stock Company has opening for experienced Fire Fieldman in Illinois. Prefer man between 30 and 45 years of age. Must be well equipped to handle Multiple Line, Inland Marine, and Combination Automobile contracts. Please state education and experience. Write J. W. Byrne, Production Manager, Providence Washington Insurance Company, A 1045 Insurance Exchange Building, Chicago 4, Illinois.

FIRE FIELDMAN IN IOWA

Old established stock company has opening for experienced Fire fieldman in Iowa. Prefer man between 30 and 45 years of age. Must be well equipped to handle Multiple Line, Inland Marine and Combination Automobile contracts. Please state education and experience. All inquiries strictly confidential. Our men know of this ad. Address Box 5-45, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

OFFICE LOCATION

Fire Insurance Company
Will lease or build to suit tenant—100% location.
By Owner

JOE KATZ

Campus Florist
2650 E. Michigan Lansing, Michigan

INSURANCE UNDERWRITER

Supervising casualty underwriter for Washington, D. C. Branch Office, excellent salary and opportunity for man under 40; with a minimum of 5 years stock company experience. Fire experience helpful. Must have ability to supervise Washington Branch Office. Address Box 5-47, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

SPECIAL AGENT

Position open for experienced Fieldman to work Kansas and Oklahoma Territory
for
MULTIPLE-LINE PARTICIPATING STOCK CO.
(Replies in strict confidence)
INTERNATIONAL SERVICE INSURANCE CO.
Box 1040 Fort Worth, Texas

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER

TRAINEES Casualty Field Men Ohio

A rapidly expanding Ohio-owned Casualty company has openings in Toledo and Akron for young, aggressive men to train as special agents to service and develop independent agents. Must have an adequate knowledge of casualty insurance and proven sales or production abilities. We offer above average starting salary and advancement possibilities. Give age, education and experience. Reply and interview will be treated strictly confidential. Our employees know of this ad. Write to Box 5-35, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

FOR SALE OLD WELL ESTABLISHED INDEPENDENT ADJUSTMENT SERVICE

One man office now working at capacity. Immediate exceptional growth possibilities for Fire and Casualty Adjusters. Owner retiring. Good following of Independent Companies.
Address 1278 Woodland Avenue N. W., Canton, Ohio.
Telephone Magnolia UNION 6-2281.

INSURANCE ANALYST

Immediate position with nationally known Service Company. Requires knowledge of fire, some casualty. Moderate travel, salary based on ability. Furnish experience data, education and age. Address Box 5-3, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

FLORIDA OPPORTUNITIES

EXPANSION calls for TWO SPECIAL AGENTS, preferably with Multiple Line experience, in SOUTHEAST. State age and general qualifications in first letter. GEO. C. HAYS, MANAGER FLORIDA SERVICE OFFICE, AMERICAN INDEMNITY COMPANY, Broderick Building, LAKELAND, FLORIDA.

WANTED FIRE DEPARTMENT MANAGER LARGE MIDWEST AGENCY

Salary commensurate with experience, also opportunity to develop own brokerage business. Write Box 5-31, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED

Large Multiple Line Insurance Company in Baltimore requires Assistant Manager for Fire Department. Home Office and field experience essential, age about 40, salary commensurate with ability and experience. Address Box 5-37, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

CASUALTY SPECIAL AGENT

Excellent opportunity for experienced Casualty Special Agent to operate from Peoria office in Central Illinois territory. Fireman's Fund Ins. Grp. 175 W. Jackson Room A-744 WA 2-4500
Chicago 4, Ill.

Home Office CLAIMS ATTORNEY

Rapidly expanding domestic casualty insurance company has opening for claims attorney. Future assured, location Springfield, Illinois. State age, experience, qualifications and salary desired in first letter. All replies will be held confidential.

LINCOLN CASUALTY COMPANY
500 E. Capitol St. Springfield, Ill.

UNUSUAL OPPORTUNITY CASUALTY FIELDMAN

Experienced Casualty Fieldman needed—Expanding Multiple Line Company has unusually attractive opportunity in Ohio Field. Salary open depending upon age, experience and work record. Please include résumé of education and experience. Our employees know of this ad. Address Box 5-42, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

FIRE OR MULTIPLE LINE SPECIAL AGENT MICHIGAN

We are a leading midwestern mutual company and need another field man in Michigan. Fire field experience necessary. Up to age 40. Salary open. Our employees know of this advertisement. Submit resume of experience and educational background to: Box 5-36, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED CASUALTY AND FIRE FIELD MAN

for growing agency. Good starting salary—Profit sharing plan. Group Insurance—Paid vacations. Send qualifications to:
NORTHERN INSURANCE AGENCY, INC.,
112 East Locust Street, DuQuoin, Illinois,
Attention of Miss Quinn.

TOP FIRE & MARINE EXECUTIVE WANTED

Midwestern Multiple Line insurance company interested in appointing a top fire man to take immediate charge of their fire and marine department. Replies to be held strictly confidential. Address Box 5-34, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

CASUALTY SPECIAL

Wanted: Young Casualty Fieldman with some knowledge of Fire to call on Agencies in large cities in Midwest. Travel about 50% of time. Address Box 5-39, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

AVAILABLE

INSURANCE SECRETARY, experienced all lines including Fidelity-Surety and book-keeping procedure. Presently employed. Address Box 5-41, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

ACCIDENT and HEALTH SUPERINTENDENT

Leading Midwestern casualty company seeks thoroughly experienced executive to develop and administer individual accident and health program. Will report directly to top management and will be in complete charge of the operation. Candidate must be experienced in underwriting and sales in this field. Age 35-55. Estimated salary \$15,000 but may go higher for exceptional qualifications.

We have retained Heldrick & Struggles, management counsel, 11 South LaSalle Street, Chicago 3, to assist in this search. All answers should be addressed to Mr. J. F. Agronick and will be treated in strictest confidence. Please reply briefly on age, experience and personal background.

If you cannot take advantage of this opportunity, please refer it to one who is qualified.

DEATHS

fire insurers were involved in the government's case against Southeastern Underwriters Assn. It was in connection with that case that the Supreme Court held that insurance is commerce. He served as president of IEA till 1952, when he was retired.

W. RAY THOMAS, 69, prominent Pittsburgh agent, died at his home there. He entered the business in Pittsburgh in 1909 and later purchased Logue Bros. & Co., one of the oldest agencies in Pittsburgh, of which he was president at the time of his death.



W. Ray Thomas

Prior to entering the agency field he was with American Surety's Pittsburgh branch and manager of the surety department of J. W. Henry agency of Pittsburgh, which represented the Aetna Life group.

He was long active in Pittsburgh Assn. of Insurance Agents and was past president of the Pennsylvania association for two terms. In 1944 at Milwaukee he was elected president of National association. This was not long after the Supreme Court decision that insurance is commerce, and it was during his term that Public Law 15 was enacted. This confronted the business and the agents with one of their most serious problems and Mr. Thomas as NAIA president devoted time and energy to its solution. He remained active on many very important committees of state and national associations and at the time of his death he was a member of Governor Leader's committee to study the subject of flood insurance.

MRS. ARTHUR F. LAFRENTZ, wife of the chairman of American Surety, died at home in Greenwich.

RAYMOND P. DORLAND, 66, president of the New York brokerage firm of Davis, Dorland & Co., died of a heart attack at his home in Butler, N. J. He was a trustee of the Insurance Society of New York, a past president and senior director of Insurance Brokers Assn. of New York State, and a director of Insurance Federation of New York.

CLARENCE C. GILROY, 62, arson special agent of National Board, died at Veterans hospital in Brooklyn. He joined the Board in 1944 after 20 years on the New York police force.

JAMES H. HALL, 76, with state compensation commission of West Virginia and formerly a local agent in Huntingdon, died in Charleston.

Chicago Fire Examiners See Film on UL Tests

D. L. Breting, executive engineer of Underwriters Laboratories, showed a color film "Album of Public Safety" at the January meeting of Assn. of Fire Insurance Examiners of Chicago. The film outlined the history and development of Underwriters Laboratories, illustrating tests performed on various products, including fire extinguishers, safes, electric wiring, switches and appliances, sprinkler systems and inflammable building materials.

General Accident Opens New Branch

General Accident group has acquired the Buetenbach & Son managing general agency in Louisville. The agency will become a branch office, managed by Joseph W. Buetenbach.

Mr. Buetenbach was with General Accident in fire underwriting from 1937 to 1945, when he left to become a partner in Buetenbach & Son. Carl Buetenbach of the general agency is retiring.

More OL&T and M&C Revisions Made

National Bureau of Casualty Underwriters is increasing OL&T bodily injury rates for area and frontage classifications 30% in Illinois and 3.3% in Iowa. Miscellaneous classifications of OL&T are increased 15.1% in Illinois.

BI rates for M&C are being increased 20.4% in Illinois and 6.2% in Texas, and are being reduced 12.3% in Iowa and 6.1% in Kentucky.

The changes are effective Jan. 23 except in Texas where the date is Feb. 20.

The bureau has been making revisions in these rates across the country. Countrywide, OL&T in the miscellaneous classifications are reduced 33.3% M&C property damage is reduced 3.3% in all states except New York.

In Iowa and Kentucky OL&T is simplified by shifting to multiplication of area by area rate to get the premium.

Asks Authority to Halt Overcharges on Financed Automobiles

Commissioner Spellacy of Connecticut has indicated he is going to ask the legislature for authority to halt costly overcharges in package deal insurance by some auto finance companies. The finance companies have charged car buyers as much as 200% of the filed rate, he said.

The wrap-up arrangement usually includes policies covering the buyer's life, accident coverage for personal injury, and bail-bond, while installments are being paid on the financed automobile.

When purchased from an insurance agent the cost of package deal coverage is usually low, Mr. Spellacy said. But in some finance company contracts the cost becomes a hidden, excessive overcharge out of which the company pays the insurance premium and pockets the rest as profit.

Mr. Spellacy said that the department is seeking to make it illegal for finance companies to charge a buyer purchasing a car on the installment plan more than the premium set by the insurer.

The department uncovered the overcharging practice during a recent investigation of insurers specializing in automobile. More than \$4,500,000 has been refunded to more than 18,000 Connecticut car owners, who were being charged a collision rate higher than they were required to pay.

San Francisco Arsonist Causes Heavy Loss

An arsonist caused one of San Francisco's largest and most stubborn fires Jan. 9 when he set afire an old three story store and office building. Five alarms and 250 firemen were needed to fight the blaze.

First estimates of loss exceed \$500,000, excluding 13 stores, of which one was a large restaurant, all of which suffered severe damage.

The same building was 80% damaged in a fire 10 years ago with a high insurance loss.

Argue City Purchase of Mutual Insurance

LOUISVILLE—The right of Jefferson county (Louisville) board of education to place insurance on county schools with mutual insurers was argued last week before Judge Lampe in circuit court. The case was taken under submission.

The suit was filed by the Louisville board, which held that under the state constitution, the state or any of its divisions had no right to place insurance if it meant the placing agency became a stockholder in a mutual company and accepted liability for losses. The agents were represented by James W. Stites, a former member of the court of appeals, who said purchase of mutual insurance would be a violation of the constitution.

The attorney for the board of education said mutual insurance would only make the board a "member" of mutual companies and cited a recent statute which he said gives political sub-divisions the right to purchase such coverage.

The stock agents filed their suit after the board voted to discard stock coverage in favor of the mutuals at what is reported to be a lower rate. The board attorney said the schools could save \$38,000 in insurance costs over three years.

In a similar case recently in Louisville, the low bidder for the city workmen's compensation insurance was a mutual, but the city attorney said it would be illegal to place it in a mutual insurer and the business went to American Motorists of the Kemper group.

Ayres, V-P of Appleton & Cox, Has Retired

Percy S. Ayres, vice-president and a director of Appleton & Cox, has retired after 33 years with the company. He has been in charge of inland marine claims.

Insurance Bills in Cal.

Among the new bills introduced in the California legislature is one to increase workmen's compensation benefits, to increase unemployment compensation disability payments, to prohibit payment of commissions to legislator-brokers and agents who "render no service," and to regulate advertising of A&S insurers.

Seeks Higher N. Y. Cab Limits

A bill which would increase the amounts of liability required of operators of small motor vehicles transporting passengers for hire has been introduced in the New York legislature. For taxicabs the limits would be raised from 5/10 to 10/30.

Joseph S. Gerber, the new Illinois insurance director, photographed at the Insurance Group meeting of Union League Club of Chicago last week by Harry H. Fuller, midwest manager of National Bureau of Casualty Underwriters. Mr. Gerber, third

from left, is flanked on the right by Roy L. Davis, midwest manager of Assn. of Casualty & Surety Companies and chairman of the Insurance Group, and on the left by Marion Burks, former member of the Illinois department and now making his debut in the Illinois legislature, and Ralph Jones of Continental Casualty.



STOCKS

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, Jan. 22, 1957

	Bid	Ask
Aetna Casualty	121	121 1/2
Aetna Fire	69 1/2	71
Aetna Life	176	179
Agricultural	30	34
American Equitable	34	35 1/2
American (N. J.)	25 1/2	26 1/2
American Motorists	10 1/2	12
American Surety	17 1/2	18 1/2
Boston	32 1/2	33 1/2
Camden Fire	26 1/2	27 1/2
Continental Casualty	81 1/2	83
Crum & Forster com.	58 1/2	60
Federal	33 1/2	34 1/2
Fire Association	43	44
Fireman's Fund	50 1/2	52
Firemen's (N. J.)	35 1/2	36
General Reinsurance	46	47 1/2
Glens Falls	34	35
Globe & Republic	17 1/2	18 1/2
Great America Fire	33 1/2	34 1/2
Hartford Fire	137	140
Hanover Fire	39 1/2	40 1/2
Home (N. Y.)	42 1/2	43 1/2
Ins. Co. of No. America	92	94
Maryland Casualty	34 1/2	35 1/2
Mass. Bonding	32	33
National Casualty	63	64
National Fire	84	87
National Union	37	38
New Amsterdam Cas.	44 1/2	46
New Hampshire	37	38 1/2
North River	34 1/2	35 1/2
Ohio Casualty	23 1/2	25
Phoenix Conn.	77	78 1/2
Prov. Wash.	20 1/2	21 1/2
St. Paul F. & M.	46	47
Security, Conn.	32	33
Springfield F. & M.	46 1/2	48
Standard Accident	51 1/2	53 1/2
Travelers	71	72
U.S.F.&G.	65	66
U. S. Fire	25	26

UJF Bill in Montana

An unsatisfied judgement fund bill has been introduced in the Montana legislature. It is patterned after the one in North Dakota and would call for a \$1 assessment from each driver to set up a pool to provide up to \$5,000 to persons or survivors injured or killed by uninsured motorists.

Spesock Buys Denver Agency

Robert A. Spesock has bought out the interests of Robert G. Potter in Insurance Markets agency of Denver. Mr. Spesock, who founded the agency with Mr. Potter last year, began his insurance career with C. B. DeMille as an underwriter in Seattle, later joining the Lloyds department of Swett & Crawford in Seattle. From 1951 until 1954 he was with Universal Underwriters until its Lloyds business was sold to Cravens, Dargan & Co. in Seattle and he joined that organization.

John M. DeMotte has sold his agency at Williamsport, Ind., and is retiring after more than 37 years in insurance. The new owners are Mr. and Mrs. Lorenze Brown who have been associated with the agency for a number of years.

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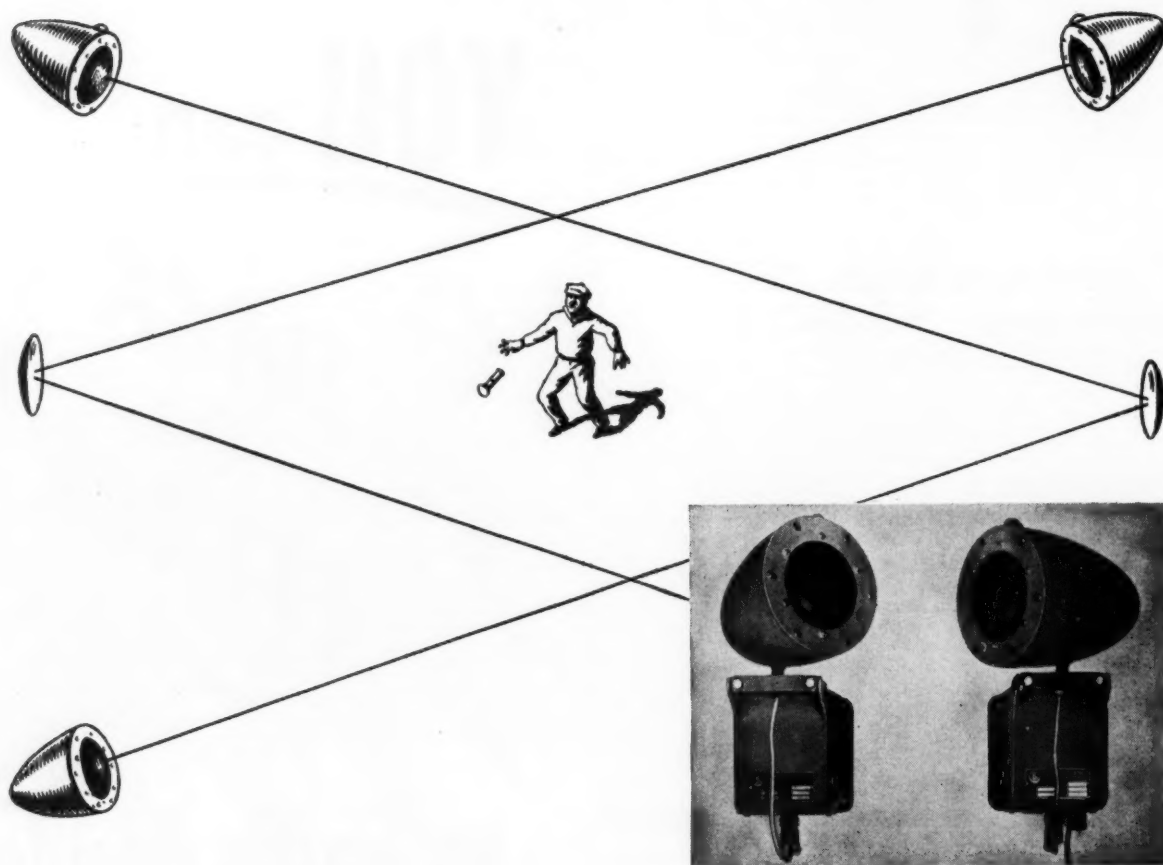
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NEW THIEF TRAP: INVISIBLE LIGHT!

Here, at last, is real burglar protection for areas which previously were considered too spacious to protect effectively — or at reasonable cost. Its name — the Kidde Photo-Electric Burglar Alarm System. Here's how it works:

The system (pictured in the small photo) consists of a projector and a receiver — two cone-shaped units, 10½" long and 6½" in diameter.

The projector, equipped with a special filter, converts the light rays into an invisible beam of "Black" light, then transmits it to the receiver. Any interruption of this beam triggers an alarm instantly!

The system is tamper-proof. The "beam" is "modulated" — alternating at a set number of cycles per second. Any attempt to bypass the system by substituting an-

other light beam disturbs the frequency and causes the alarm to sound! Cutting off the beam triggers the system.

Using transistors instead of vacuum tubes, the Kidde Photo-Electric system eliminates tube replacement problems and minimizes service worries.

With the Kidde system, no expensive, special wiring is required. It can be installed simply and easily by one man.

Each "beam" has an effective range of up to 900 ft., and through the use of mirrors can be "bent" to an angle of 90°. This makes the system ideal for guarding out-of-doors areas and large indoor spaces.

Underwriters' Laboratory approved, the system is moderately priced. For more information about Kidde "Invisible Light" protection, write Kidde today.

Walter Kidde & Company, Inc., 144 Main St., Belleville 9, N. J.

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